

Program	:	Business
Research		
		Methodology
Course Code	:	RMT306
Semester	:	3rd
Credit Hours	:	03
Duration	:	48 – 54 Hours
Total Marks	:	100

Objectives:

The course provides an opportunity for students to learn the elements of the scientific method and to develop basic research competence in the context of social work practice. The course is concerned with the identification and formulation of practice research problems, including various design strategies and techniques for gathering, analyzing, and presenting data. The course emphasizes the importance of explaining and understanding social work problems and interventions through applied research as a means to developing practice knowledge. Students should develop basic skills in:

1. Identifying research problems;
2. Understanding theories and formulating hypotheses;
3. Locating information relative to the problem of interest;
4. Formulating logical research designs;
5. Analyzing research data;
6. Formulating and interpreting conclusions;
7. Understanding limitations of studies;
8. Critiquing research reports;
9. Preparing a research proposal in proper form and style.
10. Mastering communicative skills and command on report writings.

Week 1&2

Research Methodology

Introduction

- Meaning, Objective and Types of Research
- Criteria of good Research
- Research process
- Characteristics of Educational and Business Research.

Week 3, 4:

Identification of Research Problem & Research Design

- Identification of Problem
- Defining problem
- Techniques involved in defining problem
- Sources of Knowledge
- Hypothesis
- Definition of Research design
- Features of good Research design
- Developing a Research Plan

Week 5 :

Methods of Data collection

- Collection of Primary data
- Methods of data collection
 1. Observation
 2. Questionnaires
 3. Schedules
 4. Interviews
- Selection of Appropriate method.

Week 6

- What is Observation method
- Participant and non-participant observation
- Importance of observation method

Week 7

- What is questionnaire
- Structured and unstructured questions
- Considerations for a good questionnaire
- Merits and demerits of questionnaire

Week 8

- What is interview method

- Requirements of a good interview
- Merits and demerits of interview method

Week 9

- What is schedule method
- Advantages of the schedule
- Comparison of schedule method with others

Week 10: Sampling Fundamentals & Sampling Design

- Definition, Sampling theories
- Determination of sampling size
- Causes of sampling survey
- Steps in Sampling design
- Types of Sampling
- Criteria for selecting a Sampling procedure
- Characteristics of good Sampling Design
- Random Sampling

Week 11: Testing of Hypotheses

- What is hypotheses
- Procedure for hypothesis testing
- Tests of hypothesis
- Limitations of the tests of hypothesis.

Week 12:

Data treatment

- Data sifting
- Editing of data
- Coding of data
- Classification
- Tabulation of data
- Tests of hypothesis
- Limitations of the tests of hypothesis.

Week 13:

Interpretation & Report writing

- Meaning & Technique of interpretation
- Steps in Report Writing
- Layout of Research Report
- Mechanics of writing a Research Report

Week 14, 15

Citations of Research work

- What is citation?
- Need, importance of citation
- Types of citations
- Methods of citation
- Differences between APA and MLA methods of citation.
- Foot notes, End notes, Text / body notes, Bibliography & References etc.

Week 16:

- Practice of Field research
- Practice of Library Research
- Formulation of Questionnaires
- Conduct of Survey
- Practice of editing of data
- Practice of Interview for collection of desired data.

Week 17:

Assignment of Report writing & Presentation

Week 18:

Examinations

Suggested Readings

1. Simon. Julian L., **Basic Research Methods in social Science**, Random House, New York. 1968.
2. Maner Martin, **The spiral Guide to Research writing.**, Mayfield Published Company, London 1995.
3. Kothari. C. R., **Research Methodology, Methods & Techniques**, Wiley Eastern Limited, New Delhi.

4. Business Research Methods , By
Umma Sakran
5. Gvode Hatt, **Methods in social
Research**, Mc Graw. Hill,
London 1986.
5. Monette, O., Sullivan, T., &
DeJong, C. **Applied Social
Research: Tool for Human
Services**. New York City:
Harcourt, Brace, Jovanovich,
1990