

Course Outline

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| Subject: | Research Methodology (RM) |
| Professor's Name: | Dr. Rehman |
| Consultation Time: | Wednesday 9-2, & 3-5 |
| Contact Email & website: | drziaemail@gmail.com www.academyofresearch.co.uk |

Marks Distribution (tentative)

| Description | Marks | Instructor's Recommendation |
|---|-------|-----------------------------|
| Mid term Exam | 20 | 10% |
| Quizzes & Test | 5 | 05 % |
| Assignments | 5 | 05 % |
| Project / Reports including Presentation. | 20 | 30 % |
| Final Examination | 50 | 50 % |
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Description & Prerequisites:

Research Methodology course is a course that is aimed at developing the research skills of students. Knowledge and skills will be attained in areas such as research ethics, research frameworks, using information technology in research, qualitative and quantitative research methods, managing data, formulation of research proposals, and research communication. The course will be delivered in an intensive format immediately prior to commencement of the semester. The students would be needing basic knowledge and skills to be successful in the said course.

COURSE OBJECTIVES:

Some specific course objectives can be based on the timeline and contents, can be articulated that at the end of this course, the students should be able to:

- Comprehend basic concepts of research and its methodologies
- Identify appropriate research topics
- Select and define appropriate research problem and parameters
- Prepare a project proposal (to undertake a project)
- Organize and conduct research (advanced project) in a more appropriate manner

Course Learning Outcomes (PLOs):

The specifics outcomes of this course are:

- The students shall acquire extensive research related knowledge of literature.
- The students shall develop the ability to conduct research in the respective discipline independently and present as per international standards.
- The students shall be able to enhance their abilities related to research and comprehension about the latest work done in the field of management and leadership around the globe.

METHODS OF TEACHING:

The instruction style will be a combination of conceptual lectures and different pertinent article readings as we move along. In the lectures the focus is on the theories, concepts or models relating to key specific fields. Articles will focus on an in-depth dialogue of specific relevant themes. Short assignments, quiz and tests during the course will increase the insight of students. The individual/group paper will stimulate students to carry out a literature search for a relevant research case, to analyze the various aspects theoretically and practically.

EVALUATION CRITERIA:

Midterm may carry 20% weightage while End term may carry 50% weightage. Internal evaluation may carry 30% (*specify assignments, number of quizzes, tests and research project or any other activity on the basis of which evaluation will be done*).

1. Group work = 02-03
2. Assignments = 03
3. Quizzes = 04
4. Tests = 04
5. Project/Term Paper = 01

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Tentative Lecture Schedule:

| Lectures | Topic/Contents |
|----------|---|
| 1 | <p>Introduction to research: business research, types of business research, knowledge about research and managerial effectiveness</p> <p style="text-align: center;">Quiz - 1</p> |
| 2 | <p>Scientific investigation: purposiveness, rigor, testability, replicability etc, building blocks of scientific research, hypothetico-deductive method</p> <p style="text-align: center;">Quiz 2</p> |
| 3 | <p>Technology and business research: internet, software, emerging applications, cyberspace, ethics in handling information.</p> <p style="text-align: center;">Assignment 1</p> |
| 4 | <p>The research process (steps 1-6): the broad problem area, preliminary data gathering, problem definition, theoretical framework, hypothesis development, elements of research design</p> <p style="text-align: center;">Project – Practical (Paper allocation)</p> |
| 5 | <p>Experimental design: the lab experiment, controlling the variables, field experiment, internal validity, ethical issues in experimental design</p> |
| 6 | <p>Measurement of variables: operational definition, scales, scaling, reliability, validity.</p> <p style="text-align: center;">Project – Practical (Review of the term paper)</p> |
| 7 | <p>Data collection methods: primary sources of data, secondary sources, guidelines for questionnaire, principles of measurement, multi-methods of data collection</p> <p style="text-align: center;">Test 1</p> <p>Mid Term Exam/Presentation/Practical hands on</p> |

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| 8 | Sampling: population element, population frame, normality, probability and non probability,, sampling in cross cultural research, precision and confidence, managerial relevance. |
| | Assignment 2 |
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| 9 | Project – How to draft introduction |
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| 10 11 | Data analysis and interpretation: getting data ready for analysis, data analysis and interpretation, Software packages useful for data analysis, SPSS and other software programmes, appropriate statistical tests, analysis using excel sheet. |
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| 12 | Project – Gap analysis and literature review |
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| 14 15 | The research report: purpose of the report, integral parts of the report, oral presentation, discussion and questions, sample of a report. |
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| 16 | Project –How to write methodology? |
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| 18 | Managerial decision making and research: scientific research and managerial decision making, case studies, the consulting team and its approach, how has the research facilitated the decision making process?. |
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| 19 | Project – Language of term paper |
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| 20 | |
| 21 | Quantitative & Qualitative Research: frequencies, inferential statistics, correlations, multiple regressions, multivariate tests and analysis, managerial relevance |
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| 22 | HW - Data collection methods and analysis techniques |
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| 23 | SPSS, AMOS, SmartPLS & Nvivo: practical hands on practiceClass work - Practice of data collection and analysis (a |

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| | practical exercise) – as per time constraint, seminar may be conducted in NS Hall (PASS) |
| | Assignment 3 |
| 24 | Final presentations of the Term paper |
| | Evaluation |
| | End Term Exam |
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BOOKS, REFERENCE BOOKS AND MATERIAL

- Advanced Research Methodology, Barker R. Bausell
- Interpretative Phenomenological Analysis: Theory, Method and Research by Jonathan A Smith, Paul Flowers and Michael Larkin (21 May 2009)
- Constructing Grounded Theory: A Practical Guide through Qualitative Analysis by Kathy C. Charmaz (18 Jan 2006)
- Qualitative Researching by Jennifer Mason (18 Aug 2002)
- Beginning Statistics: An Introduction for Social Scientists by Ian Diamond and Julie Jefferies (13 Oct 2000)
- Qualitative Data Analysis: An Expanded Sourcebook by Matthew B. Miles and A. Michael Huberman (9 Feb 1994)
- Applying Regression and Correlation: A Guide for Students and Researchers by Jeremy Miles and Mark Shevlin (24 Nov 2000)
- Understanding and Using Advanced Statistics: A Practical Guide for Students by Jeremy J Foster, Emma Barkus and Christian Yavorsky (6 Dec 2005) by J. (John) Scott Long (21 Feb 1997)
- Discovering Statistics Using SPSS for Windows: Advanced Techniques for Beginners (Introducing Statistical Methods... by Andy Field (16 May 2000)
- Handbook of Mixed Methods in Social & Behavioral Research by Abbas Tashakkori and Charles Teddlie (26 Sep 2002)

Important Instructions:

1. Quizzes and tests carry fewer %age but missed ones would not be retaken in any case. Therefore students must never miss the quizzes.
2. Assignments must be submitted in time properly through the class representative as per specific format. Plagiarized material (sentences, paragraphs, and data etc.) would be awarded zero marks and the case would be sent to the department for necessary action.

3. Project/Term paper may carry comparatively bigger %age of internal evaluation. It contains various steps and every step carries some weightage. Its advised every step must be completed as per scheduled time line. Any steps missed, won't be carried forwarded in total. Therefore, every student has to show practical weekly progress (written as well as oral).

Lastly, you may find the articles of your interest here as well:

https://www.researchgate.net/profile/Muhammad_Zia-ur-Rehman2

Additionally, the Professor may provide some case studies, notes/hand outs and research articles during the semester.

Where can I obtain help with my studies?

For handouts, notes and specific subject related taught slides, every student should visit the website:
<http://www.academyofresearch.co.uk>