University of Management and Technology

School of Business and Economics

COURSE TITLE: **BUSINESS RESEARCH METHODS/RESEARCH METHODS**
Course Code: **MK-435**
Resource Person: **Dr. Yasir Rashid**
Department: **Marketing**

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society.SBE envisages having facultywith high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives

The Bachelor of Business Administration (BBA) is a four years' degree program that offers the fundamental concepts required in today's business world. The program is tailored around the basic areas of business, management, economics, marketing, accounting, and finance. It trains students to develop an understanding and appreciation of the global business environment. Furthermore, the students will be guided by high ethical standards to operate in the local business environment. A distinctive feature of the BBA program is that it incorporates within the curriculum major an emphasis on the development of students' fundamental learning skills, for example: reasoning and quantitative abilities; as well as communication and computing skills which they will need for responsible leadership roles in their careers.

Course Objectives

Research methods find application in all factors of management. Managers at different levels are making decisions of varying magnitude and financial impact on their organizations. The front line managers require scientific, systematic, and objective analysis of the situations, ranging from major investment and organisational redesigning issues to the pricing, new product launch and production planning decisions at the top and middle level managers, or retailer's incentives, negotiations for purchasing and point of sale promotional decisions. Managers are provided with data that needs to be converted into relevant information and knowledge for wise decision-making. This course prepares the participants to plan, organize, collect, and analyse business situations in a systematic, logical, and scientific manner. It develops critical thinking process enabling the participants to analyse the **data** and draw meaningful conclusions for sound decision-making.

The participants will walk through the complete research process that starts with the translation of a management concern into a business research problem. This is followed by a careful preparation of a blue print for the research. Participants are also exposed to the fieldwork where they actually collect data through surveys, focus groups, and observation techniques. Towards the conclusion the participants experience management decision-making based on the empirical evidence provided through the research that they have conducted.

Learning Objectives

In this course, the participants will be taken through a process of developing their own understanding of business research both by theory and practice. After studying this course the participants should be able to:

1. Develop their own understanding of the management problem being faced by their client, be it an organization, an individual manager or their own selves as managers.
2. Develop an ability to convert their managerial concern into a business research problem in a clear, objective, and pragmatic manner.
3. Prepare a roadmap or a blue print of the research making a proper mix of the various research methodologies and tools learnt in the course.
4. Develop data collection tools relevant to the research problem and appropriate for the target respondents.
5. Conduct interviews for data collection at different stages of the research.

6. Select and apply the basic statistical and non-statistical tools appropriate for analysis.

7. Report the research project in a form of a coherent research report.

8. Sharpen their analytical skills based on objective and pragmatic investigation of business situations.

Learning Outcomes

Week wise learning outcomes are provided in the table below.

Teaching Methodology

Participants are expected to not only attend all classes but also fully participate in discussions in a meaningful and productive manner. This will only be possible when you come to the class well prepared. The class participation should reflect maturity of ideas, creative zest, intrusive urge for knowledge and incessant attempts to relate theory with the practice.

This course uses a blend of Interactive class teaching, discussions, activities, case based teaching and applied projects

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- Be On Time
  You need to be at class at the assigned time. Attendance register will be closed once attendance of all students present in the class is taken. NO rule of coming late 10 min applies in this course.

- Mobile Policy
  TURN OFF YOUR MOBILE PHONE!It is unprofessional to be texting or otherwise.

- Email Policy
  READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.

- Class Attendance Policy
  A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddingsare absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- Withdraw Policy

  Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.

A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- Moodle
  UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit http://oit.umt.edu.pk/moodle. For further query send your queries to moodle@umt.edu.pk

- Harassment Policy
  Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- Use of Unfair Means/Honesty Policy

  Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- Plagiarism Policy

  All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- Communication of Results

  The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: MK435   Course title: Business Research & Intelligence/
Research Methods

Program	Undergraduate
Credit Hours	3
Duration	15 Weeks
Prerequisites (If any)	Principles of Marketing
Resource Person Name and Email	Dr. Yasir Rashid yasir.rashid@umt.edu.pk
Counseling Timing (Room# 3N-01)	By appointment
Contact no.	0307-444-7804 (Whatsapp text only)
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	Youtube Channel : Professor Online

Chairman/Director Programme signature………………………………Date……………………

Dean's signature…………………………… …………………Date…………………………………………

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

GRADING SYSTEM

Activities/ Assignments (10)	50 %
Project I (Qualitative Report)	25 %
Project II (Quantitative Report)	25 %
Total	**100 %**

Recommended Text Books:

1. Research Methods for Business Students, Mark Saunders, Philip Lewis, and Adrian Thornhill. 8th edition (2019)

2. ADVANCED RESEARCH METHODS FOR THE SOCIAL AND BEHAVIOURAL SCIENCE BY John E. Edlund, and Austin Lee Nichols, Cambridge Press (2019)

Reference Books:

1. RESEARCH METHODS IN PSYCHOLOGY, NINTH EDITION by John J. Shaughnessy, Eugene B. Zechmeister, Jeanne S. Zechmeister, McGraw Hill

2. Marketing Research (An Applied Orientation) by Naresh K. Malhotra 7th Edition, Pearson 2019

Week	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	Introduction to the Course What to Expect How course will be conducted Students Expectations and Concerns from the Course Course Outline Explanation Activities and Projects Explanation			Lecture	None	
2	**CH 1: THE NATURE OF BUSINESS RESEARCH** **CH 1: Introduction to Business Research** • What is Research All About? • Nature of Research • Style of Research • Scientific Research Process Application of Scientific Research to Social and Business Problems Basic Concepts and Vocabulary of Business Research	1 and 2	• be able to outline the purpose and distinct focus of management research; • be able to place their research project on a basic-applied research continuum, according to its purpose and context; • understand the stages that they will need to complete (and revisit) as part of their research process;	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 1**	In Class
3	**CH 2: FORMULATING AND CLARIFYING THE RESEARCH TOPIC** The Research Process	2 and 3	• generate ideas that will help in the choice of a suitable research topic; • • identify the attributes of a good research topic;	**Lecture:** Online via Youtube Before Class	**Activity 2**	In Class

	Research Problem Identification Creative VS Rational Thinking Research Idea Generation and Refining		• turn research ideas into research problems, which have clear research question(s) and objectives and draft a research proposal.	**In Class:** Discussion and Application		
4	**CH 2: FORMULATING AND CLARIFYING THE RESEARCH TOPIC** Research Objectives Research Questions Limitations of the Research	3	• turn research problems into research question(s) and objectives for drafting a research proposal.	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 3**	In Class
5	**CH 3: LITERATURE REVIEW** Why to do literature Review Sources of Literature Review Conduction Literature Review Evaluation and Recording of literature Review Plagiarism and Ethics	4 and 8	• understand the importance and purpose of the critical literature review for their research project; • be able to adopt a critical perspective in their reading; • know what they need to include when writing their critical review; • be aware of the range of primary, secondary and tertiary literature sources available; • be able to identify key words and undertake a literature search using a range of methods; • be able to evaluate the relevance and sufficiency of the literature found;	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 4**	In Class

			• be able to reference the literature found accurately; • understand what is meant by plagiarism and			
6	**CH 4, 5, 6,7: RESEARCH PHILOSOPHY and DESIGN** Research Philosophy Research Strategy Type of Research Process of Research Gaining Access and Sample Selection Ethics in Research Design Qual VS Quant Research Design	3 and 4	• understand the main research paradigms which are significant for business research; • distinguish between main research approaches: deductive and inductive; • understand the importance of having thought carefully about their research design; • explain the differences between quantitative and qualitative data collection techniques • explain the benefits of adopting multiple methods • understand some of the main ethical issues implied by the choice of research strategy.	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 5**	In Class
7	**CH 9 and 10: COLLECTION OF QUALITATIVE DATA** Participant Observation Interviews Focus Group		• understand the role that observation may play as a data collection method in your research design; • identify two types of observation, participant observation and structured observation, • aware of research situations favoring the use of semi-structured and in-depth interviews, and their limitations;	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 6** Developing Interview Questions	In Class

		5	• able to consider the development of your competence to undertake semi-structured and in-depth interviews, and the logistical and resource issues that affect their use; • aware of the advantages and disadvantages of using one-to-one and group interviews including focus groups, in particular contexts;		**Circulation and Discussion of Project 1 Outline**	
8	**CH 13: ANALAYSIS OF QUALITATIVE DATA** Preparing Data for Analysis Approaches to Analysis Type of Analysis Processes Analytical Aids Coding and Process of Analysis Reporting and Write-up of Analysis Ethics in Analysis	6	identify the main issues that need to be considered; when preparing qualitative data for analysis, including when analyzing these data, using computer aided qualitative data analysis software (NVIVO);	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Discussion on the Progress of Project 1**	
9	**PRESENTATION OF PROJECT 1** **SUBMISSION OF PROJECT 1**	7		Applied Project	**Submission of the Project 1**	
10	**CH 8: USING SECONDARY DATA FOR QUANTITATIVE REPORT** Types of Secondary Data Sources of Secondary Data in Pakistan and Globally Advantages and Disadvantages of Secondary Data Evaluating Secondary Data Making decisions on the basis of Secondary Data	4	• identify the full variety of secondary data that are available; • appreciate ways in which secondary data can be utilized to help to answer research question(s) and meet objectives; • understand the advantages and disadvantages of using secondary data in research projects;	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 7**	In class

	ITC and Trade Maps		• use a range of techniques, including published guides and the Internet, to locate secondary data;			
11	**CH 11: COLLECTING QUANT DATA THROUGH QUESTIONERES** Understanding Quant Data What is a Questioner How questioner is used to collect data Questioner Techniques Deciding what data needs to be collected Designing the questioner Administering the questioner Uni-Dimensional Vs Multi-Dimensional Scales Balanced Vs Imbalanced Scales Types of Rating Scales Types of Ranking Scales Structured Vs Unstructured, Open Ended Vs Close Ended, and Filter Vs Screen Questions	4	• understand the advantages and disadvantages of questionnaires as a data collection method; • be aware of a range of self-administered and interviewer-administered questionnaires; • be able to select and justify the use of appropriate questionnaire techniques for a variety of research scenarios; • be able to design, pilot and administer a questionnaire to answer research questions and to meet objectives; • be able to take appropriate action to enhance response rates and to ensure the validity and reliability of the data collected;	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 8**	
12	**CH 11: COLLECTING QUANT DATA THROUGH QUESTIONERES** *Survey Monkey and Google Forms	4	be able to apply the knowledge, skills and understanding gained to their own research project.	**Lecture:** Online via Youtube Before Class **In Class:** Discussion and Application	**Activity 9**	In Class
13	**CH 12: ANALYSNG QUANTITATIVE DATA** Understanding Quantitative Data Type of Quant Data Coding	6	• identify the main issues that they need to consider when preparing quantitative data for analysis and when analyzing these data by computer;	**Lecture:** Online via Youtube Before Class	**Activity 10** SPSS LAB	

	Process of Entering Data and Checking for Errors **SPSS LAB** Introduction to SPSS Development of Coding Plan Data Feeding in SPSS Descriptive Analysis of Data • Frequencies, Percentages, Crosstabs etc. Using SPSS Graphs using SPSS Measures of Central Tendency (Mean, Median, Mode) Measures of Dispersion (Variance, Standard Deviation)		• recognize different types of data and understand the implications of data type for subsequent analyses; • create a data matrix and code data for analysis by a computer; • select the most appropriate tables and diagrams to explore and illustrate different aspects of their data; • Interpret correctly the tables, diagrams and statistics that they use.	**In Class:** Discussion and Application		
14	Final Project Discussion	6				
15	**PRESENTATION OF PROJECT 2** **SUBMISSION OF PROJECT 2**	7		Applied Project		