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| **Course Code:** | **MK-430** |
| **Course Title:** | **Business Research Methods** |

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| Resource Person: | Dr. Muhammad Zubair |
| Email:  | Muhammad\_zubair@umt.edu.pk |
| Contact Hours: | Tuesday/Friday 10:30 am to 1:00 pm |
| Office Address: | AAQIC-Cabin-13 |
| Programme: | **B.com (H)**  |
| Semester: | Fall 2022 |
| Course Pre-requisites: | none |
| Credit Hours: | 3 |
| Course Type: |  |
| Venue/Day/Time: |  |
| Course URL (if any): |  |

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| **Course Description:** |
| 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 organizational 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 analyses business situations in a systematic, logical, and scientific manner. It develops critical thinking process enabling the participants to analyses 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. |

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| **Course 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, and 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 |

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| **Programme Educational Objectives (POs):** |
| PO-1 |  |
| PO-2 |  |
| PO-3 |  |
| PO-4 |  |
| PO-5 |  |

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| **Programme Learning Outcomes (PLOs):****After completing this degree programme, students shall be able to:** |
|  | **Mapping the PLOs with POs** |
| PLO-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. |  |
| PLO-2 | Develop an ability to convert their managerial concern into a business research problem in a clear, objective, and pragmatic manner. |  |
| PLO-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. |  |
| PLO-4 | Develop data collection tools relevant to the research problem and appropriate for the target respondents. |  |
| PLO-5 | Conduct interviews for data collection at different stages of the research. |  |
| PLO-6 | 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. |  |
| PLO-7 | Select and apply the basic statistical and non-statistical tools appropriate for analysis. |  |
| PLO-8 | Report the research project in a form of a coherent research report. |  |
| PLO-9 | Sharpen their analytical skills based on objective and pragmatic investigation of business situations. |  |

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| **Course Objectives (COs)** |
| CO-1 | 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. Managers are provided with data that needs to be converted into relevant information and knowledge for wise decision-making.  |
| CO-2 | The front line managers require scientific, systematic, and objective analysis of the situations, ranging from major investment and organizational 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. |
| CO-3 | This course prepares the participants to plan, organize, collect, and analyse business situations in a systematic, logical, and scientific manner. |
| CO-4 | It develops critical thinking process enabling the participants to analyse the data and draw meaningful conclusions for sound decision-making. |

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| **Course Learning Outcomes (CLOs):****After completing this course, students shall be able to:** |
|  | **Mapping the CLOs with PLOs** |
| CLO-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. |  |
| CLO-2 | Develop an ability to convert their managerial concern into a business research problem in a clear, objective, and pragmatic manner. |  |
| CLO-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. |  |
| CLO-4 | Develop data collection tools relevant to the research problem and appropriate for the target respondents. |  |
| CLO-5 | Conduct interviews for data collection at different stages of the research. |  |
| CLO-6 | Select and apply the basic statistical and non-statistical tools appropriate for analysis. |  |
| CLO-7 | Report the research project in a form of a coherent research report. |  |
| CLO-8 | Sharpen their analytical skills based on objective and pragmatic investigation of business situations. |  |

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| **Assurance of Learning and Assessment Items:***Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs* |
| **Assessment Item** | **Application/ Objectives****PLO / CO / CLO** |
| Activities/ Assignments  | **CLO 1,2** |
| Project I (Qualitative Report) | **CLO 3,5** |
| Project II (Quantitative Report) | **CLO 4,6** |
| Mid-term exam | **CLO 1,2** |
| Final Presentation | **CLO 7; CLO 8** |
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| **Assessment Structure and Grading Policy\*:** |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Assignments | 20% | 3 assignments for n-1 |
| Class Activities / Quizzes | 10% | 3 quiz for n-1 |
| Term Project /Presentations  | 20% | One-time assessment |
| Mid-term exam | 20% | One-time assessment |
| Final examination | 30% | One-time assessment |
| **Notes – Norms and Important Class Policies:** *(such as submission guidelines, academic honesty, make-up policy, code of conduct)** 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.
* TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.
* READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email.
* A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are 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.

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*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

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| **Weekly Sessions Plan:** |
| **Week** | **Topics / Contents** | **Activity** | **Application/Objectives****PLO / CO / CLO** |
| 1 | **Introduction to the Course*** The research process
* The nature of research
 | None | CLO 1 |
| 2 | **Topic:****Introduction to Social Sciences Research*** The research process
* The nature of research
 | Assignment 1 | CLO 1 |
| 3 | **Topic: Formulating and clarifying the research topic*** **What is a good research project/topic?**
* **How to generate ideas that help you select a suitable topic**
 | Activity-  | CLO 2,3 |
| 4 | **Topic: Formulating and clarifying the research topic*** **Turning ideas into clear research questions and objectives**
 | Assignment 2 | CLO 1, |
| 5 | **Topic:****Literature review*** **To further refine research questions and objectives**
* **To discover recommendations for further research**
 | Activity  | CLO 2 |
| 6 | **Topic:****RESEARCH PHILOSOPHY and DESIGN*** **Research paradigms**
* **Approaches to theory development**
 | Assignment 3 | CLO 1,3 |
| 7 | **Revision**  |  | CLO 2,3 |
| 8 | **MID-TERM EXAM** |  |  |
| 9 | **Topic:** **Research Design*** **Designing the research**
* **Collecting data**
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| 10 | **Topic:** **Research Design*** **Elements of research design**
 | Activity | CLO7 , CLO 8 |
| 11 | **Topic: Sampling** * **Types of sampling in quantitative researches**
* **Types of sampling in qualitative researches**
 | Assignment 4 | CLO 5 |
| 12 | **Topic:** **Quantitative Research****Collecting quant data through questioners** | Submission of the Project 1 | CLO 5,6 |
| 13 | **SPSS-Lab** | Activity | CLO 5 |
| 14 | **SPSS-Lab** | SPSS LAB | CLO 5 |
| 15 | **Revision** |  | Various |
| 16 | **FINAL EXAM** |  |  |

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| **Primary Text Book (s):** |
| * Business Research Methods for Business-A Skill-Building Approach by Uma Sekaran

and Roger Bougie |
| **Primary Text Book (s):** |
| * RESEARCH METHODS IN PSYCHOLOGY, NINTH EDITION by John J. Shaughnessy, Eugene B. Zechmeister, Jeanne S. Zechmeister, McGraw Hill
* Marketing Research (An Applied Orientation) by Naresh K. Malhotra 7th Edition, Pearson 2019
* ADVANCED RESEARCH METHODS FOR THE SOCIAL AND BEHAVIOURAL SCIENCE BY John E. Edlund, and Austin Lee Nichols, Cambridge Press (2019)
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