**School of Business and Economics**

**Course Outline**

Course code: QM620 Course title: Research Methodology

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| --- | --- |
| Program | MS Management/Human Resource Management, MS Marketing |
| Credit Hours | 3 |
| Duration | Fifteen (15) sessions |
| Prerequisites (If any) | Participants should preferably have studied at least one semester courses at MS level |
| Resource Person and Position  | Umer AyubAssistant Professor |
| Counseling Timing(Room# ) | Monday (by appointment), Tuesday (4:3opm – 6:30pm), Wednesday (4:3opm – 6:30pm), Thursday (4:30pm – 6:30pm), Friday (by appointment) |
| Contact no. | umer.ayub@umt.edu.pkTel: (042) 35212801 – 10, Ext. 3367 |

**Faculty Signature …………………………………………… Date ………………………………………**

**Chairman/Director Program signature…………………………………. Date…………………..**

**Dean’s signature…………………………… …………………. Date………………………………………….**

Course Title: Research Methodology

**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.

**Course Description**

Research Methodology is a hands–on course to familiarize novice researchers with the principles and techniques underlying research in organizations. The course will impart training in the foundational research methods and technique for applied and professional research in Social Sciences, Humanities and Management Sciences disciplines. A variety of methods and designs used by social scientists will be learned. Language of research and various philosophical paradigms and perspectives will be discussed. After sharing the elements of the research process, special attention will be given to the practical problems of research design, data collection and interpretation while conducting research in organization settings. Outcome of the course will be a research proposal document written by the participants and will be graded.

**Program Objectives of MS Management**

* To develop competitive intellectual and cognitive skills to come up with novel ideas to identify the research gap in the academic literature.
* To bridge the gap between academia and corporate through scientific research.
* To develop research skills – research philosophies, research design and method.
* Enhancing the research and academic activities of the scholars with a streamlined research training component.
* Students are motivated to learn and apply the research tools and to produce high quality research output.
* Finally the program endeavors to produce high quality professionals who could serve effectively in academia and industry.

**Course Objectives**

* Understand the various types of research and the research process
* Be able to formulate a viable research problem and research question
* Be familiar with various research designs and techniques
* Be able to identify various sources of empirical information and interpret patterns in data.
* Appreciate the scholarly writing with quality content for journals, conferences and dissertations.
* Present a Research Proposal Document for grading.

**Learning Outcomes**

On completion of this course students are expected to:

* Conceptualize science, scientific research and explain the language of research
* List and describe major scientific paradigms as represented through the history of scientific thoughts.
* Understanding the difference between theoretical and empirical planes.
* Getting to know the overview of the whole research process.
* The concept and use of theories and models in scientific research.
* Successfully reviewing the literature while undertaking an empirical research project.
* Understanding the key attributes of a research design and recognizing their implications.
* Practicing some quantitative and qualitative data analysis techniques on collected data both for theory testing and theory building purposes.

**Teaching Methodology**

|  |  |
| --- | --- |
| Interactive Classes | Research Articles Based Teaching  |
| Class activities  | Applied Research Projects  |

**Grade Evaluation Criteria**

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

|  |  |  |
| --- | --- | --- |
| **Assessment Tool** | **Assessment Detail** | **Marks %age** |
| Short Tests | Short tests will be conducted after every two sessions.Short tests’ content will comprise of all the concepts discussed in classes, plus content about understanding of various concepts from research articles discussed and provided to students during various sessions. There is no makeup’s for missed short tests. | 20% |
| Assignments | The outcome of this course is the research proposal (RP) document on which final thesis could be based. All the assignments in this course will lead to the completion of RP, and will include furnishing the different sections of RP, namely, “Introduction”, “Literature Review”, “Research Methodology/Design” etc. | 20% |
| Class Activities | At least two to three class activities related to students’ research projects will be performed, it will enhance the practical understanding and implication of their research projects.  | 20% |
| Attendance and Class Participation | Positive, healthy and constructive class participation will be monitored for **each class**. Proactively and vocally participating in the discussions and the way in which concepts are carried forward will constitute to good class participation. Quality rather than quantity will be graded. Quality class participation will be based upon i) Relevance, ii) Advancement, iii) Fact based, iv) Logical and V) Originality. | 10% |
| Research Proposal Project and Presentation | A final document of research proposal project that is one of the principle outcome of this course will be submitted in the 13th session and students will require to present it through power point slides towards the end of the semester in the class.**Grade Distribution:** Project report 10%, Presentation 10%, | 20% |
| Term Paper (Conceptual) | Students will require to submit a concept paper drawn from their respective RP projects comprising of “Introduction”, ‘Literature Review”, Methodology”, and “Discussion & Conclusion” sections.  | 10% |
| Total |  | 100 |

**Recommended Text Books:**

* Research Design: Qualitative, Quantitative & Mixed Methods Approaches by John W. Creswell, 4th Edition, (2014),Sage Publication.
* Social Science Research: Principles, Methods and Practices, by AnolBhattacherjee2ndEdition, (2012), Published under the Creative Commons.

**Reference Books:**

* Social Research Methods by Alan Bryman, 4th Edition, (2012), Oxford University Press.

**Course Outline**

**Calendar of Course contents to be covered during semester**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Course Contents** | **Expected Learning Outcomes** | **Assessment criteria&Teaching methods** | **Reference Chapter(s)** |
| 1 | Science and Scientific Research | Students will be able to * Understand what “Research” is and why it is undertaken.
* Describe types of research with the viewpoints of its “Application”, “Objectives”, and “Inquiry Modes”.
* Differentiate between “Science and Scientific Research”.
* Knowing how “Natural Science” differentiates from “Social Science”.
* Getting to know the role of scientific methods in producing valid knowledge.
* Knowing the brief “History of Scientific Thoughts”
 | Lecture and Ice Breaking | Chapter: 1Social Science Research: Principles, Methods and Practices, by A. Bhattacherjee2nd edition |
| 2 | Preliminary Considerations: The Selection of a Research Approach | Students will be able to * Know the preliminary considerations of selection of a “Research Approach”
* Three components involved in an approach
* Philosophical Worldviews:
	+ The Postpositivist Worldview
	+ The Constructivist Worldview
	+ The Transformative Worldview
	+ The Pragmatic Worldview
* Research Designs
	+ Quantitative Designs
	+ Qualitative Designs
 | Lecture and InteractiveDiscussion + First TaskAssignment: Find 3 research journals in your knowledge area. | Chapter: 1Research Design: Qualitative, Quantitative and Mixed Methods Approaches 3rd edition, Sage, Singapore (2014) pg1-13,by John W. Creswell |
| 3 | The Selection of a Research Approach | Students will be able to * Research Methods
* Research Approaches as
	+ Worldviews,
	+ Designs, and
	+ Methods
* Criteria for Selecting a Research Approach
	+ The Research Problem and Questions
	+ Personal Experiences
	+ Audience
 | Lecture and InteractiveDiscussion +Think and State 3 problems in your discipline which motivates you to find solution of !, to be submitted in the Next Session | Chapter: 1Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4th edition, Sage, Singapore (2014) pg16-24,by John W. Creswell |
| 4 | ThinkingLike a Researcher | Students will be able to * What it takes to “Think like a Researcher”:
	+ Knowing the Language of Research: Unit of Analysis, Concepts and Constructs.
	+ Understanding Variables and their Roles in Research: Understanding independent, dependent, moderating, mediating variable, and control variables.
	+ The Importance of Developing Understanding of Theoretical versus Empirical Planes.
* Knowing and Differentiating Between Propositions and Hypotheses.
* Brief Detail about Theories and Models.
 | Lecture and InteractiveDiscussion + First Short Test+ Providing Research Articles related to Topics Discussed | Chapter: 2Social Science Research: Principles, Methods and Practices, by A. Bhattacherjee2nd edition |
| 5 | Review of the Literature | Students will be able to * Selection of Research Topic.
* The Literature Review and its Importance.
* Knowing the Use of the Literature
* Explaining the Designing Techniques:
	+ Steps in Conducting a Literature Review
	+ Searching Computerized Data Bases
	+ A Priority for Selecting Literature Material
	+ Writing a Literature Map of the Research
* Illustration Related to Literature Review Abstract in Quantitative Study
* Illustration Related to Literature Review Abstract in Qualitative Study
 | Lecture and InteractiveDiscussion + Second Assignment Related to Writing Literature Review of the Selected Research Problem | Chapter: 2Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4th edition, Sage, Singapore (2014),by John W. Creswell |
| 6 | The Research Process | Students will be able to * Understanding the Research Process:Scientific research is an iterative process of Observation, Rationalization, and Validation.
* Paradigms of Social Research:
	+ Conservatives versus Liberal perspectives,
	+ Western versus Asian societies regarding role assignments.
	+ Two popular paradigms in social science research: Positivism and Interpretivism.
* Schematic Overview of the Research Process.
* Discussion about Common Mistakes in Research.
 | Lecture and InteractiveDiscussion + Research Article for further Developing the Understanding related to Discussed Concepts  | Chapter: 3Social Science Research: Principles, Methods and Practices, by A. Bhattacherjee2nd edition |
| 7 | Theories in Scientific Research and their Use | Students will be able to * Understanding the Concept of Theories in a scientific research:
	+ What is a theory?
* Knowing Benefits of using theories in research:
	+ Why do we need theories in research?
* Building Blocks of a Theory:
	+ What are the building blocks of a theory?
* Attributes of a Good Theory:
	+ Differentiating good theories from those that are not good theories.
* Illustrative examples of some theories frequently used in social science research.
 | Lecture and Interactive Discussion + Second Short Test+ Providing Research Articles related to Theories | Chapter: 4Social Science Research: Principles, Methods and Practices, by A. Bhattacherjee2nd edition |
| 8 | The Use of Theory | Students will be able to * Quantitative Theory Use:
	+ Variables in Quantitative Research
	+ Definition of a Theory in Quantitative Research
	+ Forms of Theories in Quantitative Research
	+ Placement of Quantitative Research
	+ Writing a Quantitative Theoretical Perspective
* Quantitative Theory Use:
	+ Variation in Theory Use in Qualitative Research
	+ Locating the Theory in Qualitative Research
 | Lecture and Interactive Discussion + Submission & Presentation of Lit. Review of Students Respective Research Proposal Document | Chapter: 3Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4th edition, Sage, Singapore (2014),by John W. Creswell |
| 9 | Research Design | Students will be able to * Know the Importance of a Research Design in an Empirical Research Project
* Key Research Design Attributes:
	+ Internal Validity (or Causality)
	+ External Validity (or Generalizability)
	+ Construct Validity (Convergent & Discriminant)
	+ Statistical Conclusion Validity.
* Some Popular Research Designs:
* Quantitative Research Designs
* Qualitative Research Designs
 | Lecture and Interactive Discussion + Third Short Test + Providing Research Articles related to Research Designs | Chapter: 4Social Science Research: Principles, Methods and Practices, by A. Bhattacherjee2nd edition;Chapter: 5,6 & 7, by John W. Creswell |
| 10 | Qualitative Research Methods | Students will be able to * Know about the Components of Qualitative Research Methods:
	+ The Characteristics of Qualitative Research.
	+ The Researcher’s Role
	+ Data Collection Procedures
	+ Data Recording Procedures
	+ Data Analysis and Interpretation
	+ Credibility and Trustworthiness
* Performing Qualitative Data Analysis on a Sampled Data for Theory Building
 | Lecture and Interactive Discussion + Sample Qualitative Study Illustrating all the Procedures | Chapter: 9Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4th edition, Sage, Singapore (2014),by John W. Creswell |
| 11 | Quantitative Research Methods | Students will be able to * Know about the Components of Survey Method Plan:
	+ The Survey Design
	+ The Population and Sample
	+ Instrumentation
	+ Variables in the Study and their and Operationalization
	+ Validity and Reliability
	+ Data Analysis and Interpretation
* Performing Quantitative Data Analysis on a Sampled Data for Theory Testing
 | Lecture and Interactive Discussion + Sample Quantitative Study Illustrating all the Procedures | Chapter: 8Research Design: Qualitative, Quantitative and Mixed Methods Approaches 4th edition, Sage, Singapore (2014),by John W. Creswell |
| 12 | Data Analysis for Theory Building & Testing | Students will be able to know and experience* Performing Qualitative Data Analysis on a Sampled Data for Theory Building
* Know about Performing Quantitative Data Analysis on a Sampled Data for Theory Testing
 |  |  |
| 13, 14 & 15 | Research Proposal Project and Presentations | Students working individually on their respective research proposal documents will be submitting and presenting their projects and will be evaluated accordingly  | Project Presentations will be judged based on content, format, delivery, confidence and response to Q & A  |  |

**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. After 10 minutes past the assigned time, you will be marked absent.

* 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 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.

* 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.
* 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.

* 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.