



<b>Course Code:</b>	<b>MK-435</b>
<b>Course Title:</b>	<b>Research Methods and Intelligence</b>

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

<b>Course Description:</b>
<p>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 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.</p> <p>The participants will walk through the complete research process that starts with the translation of a management concern into a 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.</p>



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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

### Programme Educational Objectives (PEOs):

PEO-1	Critical Thinking and Decision Making
PEO-2	Effective Communication Skills
PEO-3	Ethics and Sustainability
PEO-4	Core Knowledge and Competence
PEO-5	Effective Teamwork and Leadership Skills
PEO-6	Industry Focus
PEO-7	Global Perspective (Internationalization)

### Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:

		Mapping the PLOs
PLO-1	Graduates must be able to use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, make effective decisions and apply appropriate quantitative and qualitative techniques in solving problems.	PEO-1,3,5
PLO-2	Graduates must be able to draft effective documents and prepare and deliver effective oral presentations using a variety of appropriate technologies.	PEO-2
PLO-3	Graduates must be able to identify and analyze ethical conflicts and sustainability issues involving different stakeholders in order to develop viable alternatives and make effective decisions relating to ethics and sustainability.	PEO-1,2
PLO-4	Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum	PEO-6
PLO-5	Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations	PEO-2,4
PLO-6	Graduates must be able to understand the dynamics of local industry and understand as an integrated system and apply strategic planning tools to coordinate among the functional areas	PEO-1,3
PLO-7	Graduates must be able to identify and analyze relevant global factors that influence decision-making and develop viable alternatives and make effective decisions in an international setting.	PEO-7



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<b>Course Objectives (COs)</b>	
CO-1	To Prepare students data driven decision Making
CO-2	To Inculcates logical and systematic Thinking
CO-3	To understand field work problems and techniques
CO-4	To understand and use basic data analysis techniques.

<b>Course Learning Outcomes (CLOs):After completing this course, students shall be able to:</b>		
		Mapping the CLOs with PLOs
CLO-1	Demonstrate the ability to choose methods appropriate to research aims and objectives	PL01, PL0-7
CLO-2	Understand the limitations of particular research methods	PL03, PL06
CLO-3	Develop skills in qualitative and quantitative data analysis and presentation.	PL05
CLO-4	Develop advanced critical thinking skills.	PL02, PL04,

<b>Assurance of Learning and Assessment Items:</b>	
<i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
<b>Assessment Item</b>	<b>Application/ Objectives PLO / CO / CLO</b>
Assignments	PLO-3,4,6; CO-1,2,3; CLO-1,2,3,4
Class Activities / Quizzes	PLO-1,3,4,6; CO-1,3; CLO-2,3,4
Mid-term exam	Most of stated PLOs, COs, and CLOs
Presentation	PLO-2,3,4,5;6 CO-1,2,3 CLO-2,3,4
Final examination	Most of stated PLOs, COs, and CLOs

<b>Assessment Structure and Grading Policy*:</b>		
<b>Assessment Item</b>	<b>Weight (%)</b>	<b>Execution Plan</b>
Assignments	20%	4 assignments for n-1
Class Activities / Quizzes	10%	4 quiz for n-1
Term Project	20%	One-time assessment
Mid-term exam	20%	One-time assessment
Final examination	30%	One-time assessment
<b>Total</b>	<b>100</b>	
<b>Notes – Norms and Important Class Policies:</b> <i>(such as submission guidelines, academic honesty, make-up policy, code of conduct)</i>		
<b>Class Policy:</b>		



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You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

**Mobile Policy:**

Switch off your mobile phones while in class.

**Email Policy:**

You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.

**Class Attendance Policy:**

A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

**Withdrawal Policy:**

Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

**Harassment Policy:**

Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

**Use of Unfair Means/Honesty Policy:**

Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

**Plagiarism Policy:**

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

**NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.**

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

**Weekly Sessions Plan:**

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	Introduction to the Course	None	CLO 1
2	<b>Topic:</b> Introduction to Social sciences Research	Assignment 1	CLO 1
3	<b>Topic:</b> Formulating and clarifying the research topic	Activity-	CLO 2,3
4	<b>Topic:</b> Formulating and clarifying the	Assignment 2	CLO 1,



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	research topic		
5	<b>Topic:</b> Literature review	Activity	CLO 2
6	<b>Topic:</b> RESEARCH PHILOSOPHY and DESIGN	Assignment 3	CLO 1,3
7	<b>Topic:</b> Sampling		CLO 2,3
8	<b>MID-TERM EXAM</b>		
9	<b>Topic:</b> Collection of qualitative data		
10	<b>Topic:</b> Submission of project 1	Activity	CLO7 , CLO 8
11	<b>Topic:</b> <b>Using data for quantitative report</b>	Assignment 4	CLO 5
12	<b>Topic:</b> Collecting quant data through questioners	Submission of the Project 1	CLO 5,6
13	<b>Topic:</b> Collecting quant data through questioners	Activity	CLO 5
14	<b>Topic:</b> <b>ANALYSNG QUANTITATIVE DATA</b>	SPSS LAB	CLO 5
15	<b>Revision</b>		Various
16	<b>FINAL EXAM</b>		

**Primary Text Book (s):**

**Research Methods in the Social Sciences. Eighth Edition**

by Chava Frankfort-Nachmias (Author), David Nachmias (Author), Jack DeWaard (Author)

**Reference / Supplementary Reading (s):**

All the reading material and data sets will be uploaded on LMS