

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Research Methods**

Total Marks: 100

Course Code: **MGT 352**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fifth

Total periods: 45

Level: BBA

Credit hours: 3

**COURSE OVERVIEW:**

Business Research Methods course is designed for the students of BBA to learn how research is used to support management decision making and to develop understanding of variety of research methodologies and basic skill in applying them. This course is designed to introduce students to the research methods that can be used in most business research. The topics covered includes, nature, scope, and significance of business research, research process, ethics in research, research design, measurement, sampling, data collection, analysis, interpretation and report writing.

**LEARNING OBJECTIVES**

1. Explain how research contributes to business decisions and practices.
2. Understand emerging paradigms in research
3. Understand business research methods
4. Discuss the ethical issues applicable to business research.
5. Describe the research process in detail
6. Describe the role of theory in the business research process.
7. Explain the nature of measurement and characteristics of a sound measurement
8. Describe the scales that can be used in the research process
9. Describe types of sampling and differentiate the probability sampling from the non-probability sampling
10. Present research data through analysis using histograms, polygons, and other techniques
11. Interpret and summarize data in terms of descriptive and inferential statistics
12. Prepare a research proposal, research report and project report.
13. Present a project report at the end of semester

Specific objectives	Contents
<ul style="list-style-type: none"> <li>• Acquaint students with research terminologies and its significance in business decision making.</li> <li>• Understand new paradigms in research</li> <li>• Understand the concept, role and</li> </ul>	<p><b>UNIT I: INTRODUCTION TO BUSINESS RESEARCH METHOD (4)</b></p> <p>1.1. Meaning, nature and types of research</p> <p>1.2. Significance of research in business decision-making.</p> <p>1.3. Research Process and criteria of good research.</p> <p>1.4. Emerging paradigms in research</p>

<p>types of business research.</p> <ul style="list-style-type: none"> <li>List the ethical aspects of business research.</li> </ul>	<p>1.5. Business research 1.6. Role of business research 1.7. Types of business research 1.8. Ethical considerations in business research</p>
<ul style="list-style-type: none"> <li>Understand the concept, steps and steps in literature review</li> <li>Determine the sources of literature</li> <li>Figure out the guidelines for presenting literature review.</li> </ul>	<p><b>UNIT II: LITERATURE REVIEW AND THEORETICAL FRAME WORK (3)</b> 2.1. Meaning 2.2. Purpose and steps in literature review 2.3. Searching, obtaining and evaluation of the literature 2.4. Literature search through internet 2.5. Format and guidelines for presenting the literature review 2.6. Concept of theoretical frame work.</p>
<ul style="list-style-type: none"> <li>Distinguish research problem from research hypothesis</li> <li>develop research questions and hypothesis.</li> <li>Formulate a research problem and hypothesis</li> </ul>	<p><b>UNIT III: PROBLEM DEFINITION AND HYPOTHESIS FORMULATION (3)</b> 3.1. Research problem 3.2. Techniques involved in defining a problem. 3.3. Identification and formulation of research problem, 3.4. Setting objectives and formulation of hypotheses. 3.5. Characteristics of a good hypothesis</p>
<ul style="list-style-type: none"> <li>Describe the steps of the research process and key components of designing a study.</li> <li>Classify various research designs and explain the differences.</li> </ul>	<p><b>UNIT IV: RESEARCH DESIGN (4)</b> 4.1. Research Designs - exploratory, descriptive, diagnostic and experimental; Co relational 4.2 Qualitative research 4.2.1. Features of Qualitative research 4.2.2. Design of Qualitative research</p>
<ul style="list-style-type: none"> <li>Understand the concept, need and problems of measurement scales</li> <li>Enlist four types of scale used in research</li> <li>Understand the concept and use of reliability and validity of scales.</li> <li>Explain the difference between a sample and a census.</li> <li>Explain the difference between random and nonrandom sampling</li> <li>List the factors that should be considered when determining the appropriate sample size</li> <li>Understand sampling errors</li> </ul>	<p><b>UNIT V: MEASUREMENT, SCALING AND SAMPLING (6)</b> 5.1. Measurement scales 5.1.1. Need for scaling 5.1.2. Problems of scaling 5.1.3. Types of scales (nominal, ordinal, interval, ration) 5.1.4. Differences in rating and ranking scales, 5.1.5. Reliability and validity of scales, 5.2. Sampling 5.2.1. Sampling Process 5.2.2. Sampling Designs 5.2.3. Sample Size 5.2.4. Application of Sampling, 5.2.5. Sampling errors,</p>
<ul style="list-style-type: none"> <li>Define primary and secondary data and explain the various methods of data collection.</li> <li>Acquaint students to construct tables</li> </ul>	<p><b>UNIT VI: DATA COLLECTION AND ANALYSIS (15)</b> 6.1. Data Collection 6.1.1. Method of Data Collection: questionnaires, interview and observation. Web surveys and</p>

<p>and graphs using MS- EXCEL to present, analyze and interpret collected data.</p> <ul style="list-style-type: none"> <li>• Give an overview of descriptive and inferential statistics to analyze and interpret data and hypothesis testing.</li> </ul>	<p>E-mail surveys</p> <p>6.1.2. Primary data Vs secondary data, 6.2. Presenting data in graphs and tables 6.3. Statistical analysis of data 6.3.1.Descriptive and inferential statistics 6.3.2.Interpretation of data 6.4. Hypothesis testing</p>
<ul style="list-style-type: none"> <li>• Acquaint students to write research proposal.</li> <li>• Understand research report, its types, and writing procedure.</li> <li>• Understand project work its components.</li> <li>• Distinguish between research report and project report.</li> <li>• Acquaint students to write project report in APA style.</li> <li>• Describe the essentials of good research report.</li> </ul>	<p><b>UNIT VII: WRITING PROPOSALS AND PROJECT REPORTS (10)</b></p> <p>7.1 Research proposals 7.1.1 Functions of research proposals 7.1.2 Types of research proposals 7.1.3 Components of research proposals 7.1. 4 Features of research proposals 7.2 Research report 7.2.1 Concept of research report 7.2.2 Process of research report 7.2.3 Types of research report 7.2.4 Procedure for writing research report 7.3. Project work 7.3.1.Concept of project work 7.3.2 Purpose of project work 7.3.3 Methods of project work 7.3.4. Components of project report 7.3.5. Body of project report 7.4. APA style of citation and referencing 7.5 Essentials of good research report</p>

**BASIC TEXTS**

Sekaran, U. *Research Methods for Business: A Skill Building Approach*. Wiley, New Delhi.  
Zikmund, W. G. *Business Research Methods*. Thompson, New Delhi.

**REFERENCES**

Cooper, D. R. and Schindler, P. S. *Business Research Methods*. Tata McGraw Hill, New Delhi.  
Flick, U. *An Introduction to Qualitative Research*. Sage South Asia Edition New Delhi.  
Bryman, A and Bell, E. *Business Research Methods*. Oxford University Press, New Delhi  
Pant, Prem R. *Business Research Methods*. Buddha Academic Enterprises, Kathmandu.