

VICTORY UNIVERSITY OF BANGLADESH
DEPARTMENT OF BUSINESS ADMINISTRATION

Course Profile

BACHELOR OF BUSINESS ADMINISTRATION

COURSE TITLE: *Research Methods*

COURSE CODE : RES 431

Description

Research Methods is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Objectives

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis. Some other objectives of the course are:

- *To develop understanding of the basic framework of research process.*
- *To develop an understanding of various research designs and techniques.*
- *To identify various sources of information for literature review and data collection.*
- *To develop an understanding of the ethical dimensions of conducting applied research.*
- *Appreciate the components of scholarly writing and evaluate its quality.*

TextBooks

Bryman, Alan & Bell, Emma (2011). Business Research Methods (Third Edition), Oxford University Press.

Neuman, W.L. (2008). Social research methods: Qualitative and quantitative approaches, Pearson Education.

COURSE OUTLINES

Class	Particulars
1 st Class	Introduction to research – Concepts, the role of research, research process overview
2 nd Class	Philosophies and the language of research theory building – Science and its functions,
3 rd Class	What is theory?, and The meaning of methodology
4 th Class	Thinking like a researcher – Understanding Concepts, Constructs, Variables, and Definitions
5 th Class	Problems and Hypotheses – Defining the research problem, The importance of problems and hypotheses
6 th Class	Problems and Hypotheses – Formulation of the research hypotheses
7 th Class	Presentation
8 th Class	Research design – Experimental and Nonexperimental research design,
9 th Class	Research design –Field research, and Survey research
10 th Class	Methods of data collection – Secondary data collection methods, qualitative methods of data collection, and Survey methods of data collection
11 th Class	Class Test
12 th Class	Attitude measurement and scaling – Types of measurement scales;
	Mid-Term Examination
13 th Class	Questionnaire designing – Reliability and Validity
14 th Class	Sampling techniques – The nature of sampling, Probability sampling design, Nonprobability sampling design, Determination of sample size
15 th Class	Processing and analysis of data
16 th Class	Ethical issues in conducting research
17 th Class	Describe and compare the major quantitative and qualitative research methods in mass communication research.
18 th Class	Be able to assess and critique a published journal article that uses one of the primary research methods in the field.
19 th Class	Presentation
20 th Class	Be able to construct an effective questionnaire that employs several types of survey questions.
21 st Class	Case Study/Field Work
22 nd Class	Case Study/Field Work
23 rd Class	Report generation, report writing, and APA format—Title page, Abstract, Introduction, Methodology
24 th Class	Report Writing—Results, Discussion, References, and Appendices

COURSE EVALUATION

Particulars	Weight	Marks
Works Sheet		
Class Attendance	10%	10
Class Tests	10%	10
Presentation	10%	10
Case Study/Field Work/Report Writing	5%	5
Mid-term Test	25%	25
Final Examination	40%	40
Grand Total	100%	100

Grading System

Marks Obtained (out of 100)	Letter Grade	Grade Point (4 point scale)
80% and above	A+ (A plus)	4.00
75% to less than 80%	A (A regular)	3.75
70% to less than 75%	A- (A minus)	3.5
65% to less than 70%	B+ (B plus)	3.25
60% to less than 65%	B (B regular)	3.00
55% to less than 60%	B- (B minus)	2.75
50% to less than 55%	C+ (C plus)	2.50
45% to less than 50%	C (C regular)	2.25
40% to less than 45%	D (D regular)	2.00
Less than 40%	F Fail	0.0

COURSE CONDUCTION

Semester & Class Begin	Summer, 2016 & 15 June, 2016
Course Instructor	Md. Shawan Uddin Assistant Professor Department of Business Administration
Credit Hour/ Week	3 Hours & 1.5 Hour/Class
Total Lectures	Nineteen
Presentation Class	Two
Class Test	One
Case Study/Field Work	Two
Class Date & Time	Saturday, 11.00 AM-12.30 PM Monday, 2.30 PM- 4.00 PM
Mid-Term Schedule	2 nd – 8 th August, 2016

Final Examination

29th Sept. – 5th October, 2016