COURSE NO: THMC-111
TITLE: BUSINESS RESEARCH METHODS
TOTAL CONTACT HOURS: (60 HOURS)

SYLLABUS:
Objectives of the course: At the end of this course, the student will be able to:

1. Understand and implement the process of research in finding solutions to managerial decision problems
2. Develop analytical skills in understanding and resolving Research Problem.

Module 1: (6 Hours)
Introduction to research methods in business and management disciplines; Research process; Types of research; Approaches to Research.

Module 2: (4 Hours)
Identification of Research Problem; Review of Literature; Purpose and Approaches; Statement of Research Problem.

Module 3: (14 Hours)
Research Design
Classification of Research Designs: Quantitative & Qualitative Research; Experimental Design; Exploratory Studies; Descriptive Studies; Analytical Studies; Cause-Effect; Survey Designs.

Module 4: (10 Hours)
Sources and Generation of Data
Sampling; Primary and Secondary Data Sources; Measurement scales; Characteristics of Good Measurement; Rating Scales: Types of Rating Scales; Questionnaires and Instruments; Interview Techniques; Data Preparation and Coding; Surveys; Reliability & Validity.

Module 5: (20 Hours)
Analysis and Presentation of Data
Tabulation and Graphical Analysis; Descriptive Statistics; Testing of Hypothesis; Parametric Tests: T-Test, ANOVA; Non Parametric Tests: Chi Square Test, KS Test, Mann-Whitney U-Test, Kruskal-Wallis Test; Correlation and Regression Analysis; Factor Analysis; Exploratory Data Analysis.

Module 6: (6 Hours)
Report Writing
Essentials of Research Report; Report Formats; Summary of Research Findings; Research Conclusions; Writing Research Recommendations and Suggestions; Bibliography Styles.

Recommended Reading List:

Journals:
3. Journal of Consumer Research