Bule Hora University

College of Business and Economics

Department of Management

Business Research Method - Course outline

Course Number – MGMT2211 ECTS – 5 Instructor Mis/metasebia Adula

Course Objectives and Competences to be Acquired

After accomplishment of this course, students will be able to:

- Understand the role of business research
- Differentiate the different types of research
- Identify and define research problem
- Design appropriate research design
- Know sampling design
- Differentiate types of data and instrument of data gathering methods
- Analyze and interpret data
- Prepare standard research project

Course Description/Course Contents

This course is a survey course intended to develop the students' ability in scientific analysis and to provide opportunity for application of concepts and tools in the study of economic and social problems. It also gives students a preliminary knowledge with the art of using different research methods, techniques in solving research problems. Specifically, it covers scientific inquiry; experimentation; survey; fact finding, design of questionnaire and interpretation of data; and formulation of management research project by students.

Course Contents

Contents	***Course Objectives and Competences to be Acquired***
CHAPTER ONE **Research Methods: An Introduction** ✓ Meaning of Research ✓ Types of research ✓ Objective of research ✓ Methods of scientific research	After completing this unit, students will be able to: ✓ Define Meaning of Research ✓ Identify Types of research ✓ Understand Objective of research ✓ Identify Methods of scientific research ✓ Explain motivation of doing research ✓ Identify criteria of good research
CHAPTER TWO **DEFINING RESEARCH PROBLEM AND HYPOTHESIS FORMULATION** ✓ What is a research problem? ✓ Components of research problem ✓ Problem formulation and research question ✓ What is hypothesis?	After completing this unit, students will be able to: ✓ Define research problem ✓ Identify Components of research problem ✓ Formulate research Problem, hypothesis and research question ✓ Identify Criteria for hypothesis formulation

✓ Importance of hypothesis ✓ Criteria for hypothesis formulation	
CHAPTER THREE **Research Proposal** ✓ What is research proposal? Elements of research proposal	At the end of this unit, students will be able to: ✓ The definition of research proposal ✓ Function of research proposal General format of research proposal.
CHAPTER FOUR ***Research Design (planning of research project)*** ✓ Meaning of research design ✓ Need for research design ✓ Characteristics of a good research design	At the end of this chapter students will be able to: ✓ Understand the Meaning of research design ✓ Identify the features and forms of research design ✓ Characteristics of a good research design
CHAPTER FIVE **Sources and methods of data collections** ✓ Sources of data ✓ Methods of data collection	At the end of this unit students will be able to: ✓ **Identify all the potential sources of data** **Primary Sources** Direct observation Questionnaires Interview **Secondary Sources** Public and Official Documents Books and other sources **Use the appropriate data collection methods**
CHAPTER Six **DATA ANALYSIS & INTERPRETATION** ✓ Data Analysis ✓ Data Interpretation	At the end of this unit, students will be able to: **Data Analysis** Sorting and tabulation of data Graphic and Diagrammatic presentation of data Statistical techniques **Data Interpretation** Meaning and technique of interpretation Basic Consideration
CHAPTER Seven **INTERPRETATION AND RESEARCH REPORT WRITING** ✓ Elements of research report	At the end of this lesson students will be able to: ✓ Understand the meaning of Data Interpretation ✓ Identify the techniques of data interpretation ✓ Organize and write research reports
Course expectation: **INTERNET SEARCH SKILLS**. **COMMUNICATION SKILLS**: - WRITTEN: REPORT ORGANIZATION & REFERENCING. To demonstrate writing skills in preparation of research proposal - ORAL: To demonstrate oral communication skills through formal presentations on research proposal and class discussions. - Participation: Active participation during discussions, and presentation of assignments, is essential	
Reference: ✓ Green E. Paul, D. S. Tull& Gerald Albaum (1998). Research for Marketing	

<table>
<tr><td colspan="2">Decisions. Prentice - Hall of India, Private Limited, New Delhi.
✓ Joseph Gibaldi (1995). MLA Handbook for Writers of Research Papers, fourth edition. The Modern Language Association of America, USA.
✓ C.R. Kothari. (1990). Research Methodology, Methods & Techniques.
✓ William G. Zikmund (1998). Business Research Methods, fifth edition, Oklahoma State University, The Dryden Press, USA .</td></tr>
<tr><td>Assessment Arrangement</td><td><u>Activities Points</u>
Group Project (Research Proposal) and Presentation 30%
Test I
15%
Test II
10%
Attendance
5%
Final Exam
40%
Total Points
100</td></tr>
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