

Admas University
Faculty of Business and Economics
Department of Management

Course Title and Code: Business Research Methods

Credit Hours: 3

Instructor: Wendifraw Desta

COURSE DESCRIPTION:

This course is a survey course intended to develop the student's ability in scientific analysis and to provide opportunity for application of concepts and tools in the study of management problems. It would enable the study to assess the professional practices in management as a part of summer practical attachment programme. It also aims to help in the formulation of management research project by students.

COURSE OBJECTIVE:

At the end of this course, students should 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 OUTLINE:

CHAPTER-1: The Nature of Research

- The role of business research
- Scope of business research
- Business research defined
- Managerial value of business research
- When is business research needed
- Types of business research

CHAPTER-2: The Research Process

- Research process/steps
- Research problem
- Meaning of research problem
- Selecting the problem
- Definition and Statement of the problem

- Techniques involved in defining problem
- Identifying information types and sources
- Review of related Literature
- Why conduct a literature review
- The hypothesis

CHAPTER- 3: Research Proposal

- Meaning
- Purpose of research proposal
- Benefits to the researcher
- Structure of research proposal

CHAPTER-4: Research Design

- Meaning of research design
- Need for research design
- Concepts related to research design
- Types of research design
- * Exploratory research design
- * Descriptive research design
- * Causal research design

CHAPTER- 5: Sampling Design

- Meaning of sampling design
- Defining sampling and population
- Steps in sampling design
- Types of sampling design
- * Probability sampling
- * Non probability sampling
- Determination of sample size

CHAPTER-6 Data Collection

- Data Gathering
- Primary data and secondary data
- Data gathering tools for primary data
- * Questionnaire
- * Interview
- * Observation
- * Focus group discussion
- Secondary sources

CHAPTER- 7: Data Analysis

- Data editing, classification, and coding
- Types of statistical analysis
- Descriptive statistics (mean, median, mode, standard deviation)
- Inferential (null hypothesis) statistic
- Differential statistic (ANOVA)

- Associative statistic (regression analysis, Correlation analysis, cross tabulation)

CHAPTER- 8: Report Writing

- Writing the research report
- General rules
- Components of a research report
- The preparatory or preliminary papers
- The body of the report
- The appended sections

REFERENCES:

1. Thomas C. Kinnear, James R. Taylor Marketing Research, An Applied Approach, , McGraw Hill Series in Marketing, 1983.
2. P.P.Arya & Yash Pal, Research Methodology in Management Theory & Case Studies, Deep & Deep Publication, New Delhi: 2004.
3. Bruce Wrem, Robert Stevens, David Loudon, Marketing Research Text & Cases, Jaico Publishing House, New Delhi, 2004
4. Research Methods, Guidance for Postgraduates Arnold Publications, New York, 1996
5. William M .K. Trochim, Biztantra Research Methods, Second Edition, New Delhi, 2003.
6. G.C. Beri, Statistics for Management, Tata Mc Graw Hill, New Delhi, 2003
7. Glen. R. Jarboe The Marketing Research, Project Manual, 4th Edition, South Western, College.
8. K.K. Sharma, Statistics in Management Studies, Krishna Prakasham Media (P) (Ltd), Meerut, 2004.

EVALUATION:

attendance - 10%

Quiz, test and assignment-
40%

End Semester Examination-
50%