



**FACULTY OF INFORMATION TECHNOLOGY
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

Course Plan

BBT 3203: Research Methodology and Technical Writing

Lecturer:	Dr. Bernard Shibwabo	Module Leader:
Office:	Director Graduate Studies	Phone: +254 (0) 703 034135
Email:	bshibwabo@strathmore.edu	Website: http://www.strathmore.edu/fit
Office Hours:	Monday to Friday	

Aim: To equip students with the necessary tools to undertake a scientific research; To be able to present convincing and data-based project proposals; Become more research-oriented in their professional work.

Course Learning Outcomes:

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

1. Evaluate problem formulation and statement
2. Analyse scientific methods of field and lab research with data collection and analysis
3. Assess presentation of results and report writing

Contact Hours: 45

Prerequisite: Communication Skills

Content: Nature and Characteristics of Research; Design Thinking; Research Problem and Objectives; Review of Related Literature; Research Design; Qualities of a Good Research Instrument; Sampling Designs; Statistical Treatment; Data Analysis and Interpretation; Participatory Research; Preparation of Proposals for IS Projects; Documentation of IS Paper.

Week	Topic	Intended Learning Outcomes The students will be able to:	Activities
1	Introduction	<ul style="list-style-type: none">• Class Introduction• Introduction to Research.• The Role of Research.• Research Process Overview• Steps in conducting research	<ul style="list-style-type: none">• Review of topics• Class members Identification by names.
2	Types of Research	<ul style="list-style-type: none">• Types of Research• Discuss various Research designs	<ul style="list-style-type: none">• Discuss Types of Research

3	Methodology: Methods of data collection	<ul style="list-style-type: none"> • Design Thinking • Stakeholder Involvement/engagement • Data collection methods 	<ul style="list-style-type: none"> • Apply methods of data collection.
4	Methodology: Sampling techniques	<ul style="list-style-type: none"> • The nature of sampling • Probability sampling design • Nonprobability sampling design • Determination of sample size 	<ul style="list-style-type: none"> • Select a sampling technique for a given problem and give reasons why.
CAT 1			
5	Research Problem	<ul style="list-style-type: none"> • Discuss the sources of research ideas • Identify a research problem • Write a problem statement for an identified research area 	<ul style="list-style-type: none"> • Formulate a research problem • Evaluate problems
6	Research Objectives	<ul style="list-style-type: none"> • General Objectives • Specific objectives • Formulating research questions 	<ul style="list-style-type: none"> • Formulate Research questions and objectives
7	Literature Review and APA format	<p>What is literature review?</p> <ul style="list-style-type: none"> • Why the need for literature review? • How to carry out a literature review? • APA Format <ul style="list-style-type: none"> ○ Citation ○ Referencing 	<ul style="list-style-type: none"> • Define literature review • Conduct literature review for a particular problem. • Cite references in APA style • Write references in APA style
CAT 2			
8	Research Proposal	<ul style="list-style-type: none"> • Proposal format • How to write a research proposal • Assignment 	<ul style="list-style-type: none"> • Write draft proposal.
9	Report generation, report writing	<ul style="list-style-type: none"> • Title page • Abstract • Introduction • Literature Review • Methodology • Results • Discussion • References • Appendices 	<ul style="list-style-type: none"> • Write Final Project proposal
10	Proposal Presentation	<ul style="list-style-type: none"> • Class Presentations 	<ul style="list-style-type: none"> • Present proposal

Course Delivery Methodology

1. Lectures and Tutorials
2. Research,

3. Discussion Groups,
4. Term Papers and Case Studies

Academic Assessment

Type	Weighting (%)
Assignments	5
Whole Round (Attendance, Participation, Discipline, Volunteer)	4
CATS (2 Supervised cats)	16
Proposal	15
Examination	60
Total	100 %

Course Reference Materials

Books

Core Text

- 1) Research Methodology: Methods and Techniques, C.R. Kothari , New Age Publications (Academic) (2009), ISBN-10: 8122415229, ISBN-13: 978-8122415223
- 2) Quantitative Methods for Business, David R. Anderson Dennis J. Sweeney Thomas A. Williams South-Western College Pub; 10 edition (2005) ISBN-10: 0324312652 ISBN-13: 978-0324312652.
- 3) Research Methods for Business Students. Saunders, Lewis, Thornbill. Pitman Publishing. ISBN: 0-273-62017-7

Recommended Additional Reading/Support Materials

The Research Methods Knowledge Base, William M. K. Trochim James P. Donnelly Cengage Learning; 3rd edition (December 2006), ISBN-10: 1592602916, ISBN-13: 978-1592602919.

Websites

The course online resources and other materials will be available via the Strathmore University E-Learning System [SUES](#).

If you want to ask course specific questions, please use the e-learning platform, so that the answers that I post in response would also help your colleagues.

Classes

1. **Punctuality** is fundamental.
2. Active participation in class discussions is encouraged

Assignments and/or Course Work

1. **Plagiarism** is a serious offence. If detected in any form in course work and assignments, the following will apply:
 - a. In partial or non-serious cases (such as not citing whole word-for-word quotes), half the total possible marks of the assignment are duly struck off.
 - b. In serious cases (such as whole duplication of a paper), a zero policy will apply i.e., all offending assignments will be awarded a mark of zero.

Note: The level of seriousness referred to above is at the discretion of the lecturer. Appeals are certainly possible through the relevant channels

2. Notwithstanding the above, **collaboration** in course work is certainly encouraged as this promotes team spirit and group synergy as long provided originality is preserved.

Communication Channels

- *E-mail*
- *Module Leader*
- *Strathmore University E-learning System (Massages, Forum)*