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| **COURSE INSTRUCTOR INFORMATION** | **Name** |  |
| **email ID** |  |

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| **DEGREE INFORMATION** | **Program** | **Batch** | **Section(s)** | | | **Semester** |  |
|  |  | A  A |  |  | **Year** |  |

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| **TEXT BOOK(s) INFORMATION** | **Title of Book** | | **Research Methods for Business: A Skill-Building Approach** | **Edition** |
| 7th |
| **Author(s)** | | Uma Sekaran and Roger Bougie | |
| **Publisher** | | Wiley | |
| **Reference book(s) and other material** | 1. | Title of Book | **Research Methods for Business Students** | |
| **Author (s)** | MARK SAUNDERS, PHILIP LEWIS and ADRIAN THORNHILL | |
| 2. | Title of Book |  | |
| Author (s) |  | |
| 3. | Title |  | |
| Author (s) |  | |
| 4. | Title |  | |
| Author (s) |  | |

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| **Course Description** |
| This course aims to introduce different research approaches and methodologies to prepare students for research in a business context. This course will assist students in identifying, discussing, and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results. |

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| **Learning Outcomes:** | |
|  | **After completing this course, student should have a better understanding of** |
| a. | Scientific Research Process |
| b. | How to conduct systematic literature review to define future research agenda |
| c. | How to define variables and develop framework |
| d. | Research design |
| e. | How to collect data especially through questionnaire |
| f. | Different sampling methods |
| g. | Key aspects of quantitative analysis of data |
| h. |  |
| i. |  |

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| **COURSE CONTENTS:** | | | |
| **Weeks** | **Contents/Topics** | **\*\*Courseware Events** (MM/ IT Lab/Case Study/ Assignment/ Presentation etc.) | **Comments (if any)** |
| **Week-01** | * Introduction * Difference between applied and basic research * Importance of research in business * Hallmarks of scientific research |  |  |
| **Week-02** | * Hallmarks of scientific research * The hypothetico-deductive method |  |  |
| **Week-03** | * How to define and refine research problem |  |  |
| **Week-04** | * Critical Literature Review * Types of literature review |  |  |
| **Week-05** | * Systematic Literature Review |  |  |
| **Week-06** | * Systematic Literature Review |  |  |
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| **Week-07** | * Theoretical framework * Hypothesis development |  |  |
| **Week-08** | * Research philosophies * Research design |  |  |
| **Week-09** | * Research design * Measurement of variables |  |  |
| **Week-10** | * Operationalization, dimension and elements |  |  |
| **Week-11** | * Data collection methods |  |  |
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| **Week-12** | * Developing Questionnaire |  |  |
| **Week-13** | * Reliability and validity * Different types of scales |  |  |
| **Week-14** | * Sampling methods |  |  |
| **Week-15** | * Quantitative data analysis |  |  |
| **Week-16** | * Quantitative data analysis * Research Report |  |  |

**\*\* Courseware Events** *column is subject to variations / appropriations*

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| **Recommended Web links:** |
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| **Courseware Structure: (Mark X where applies)** |

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| ***Lecture  (Lect)*** | ***Multimedia  (MM)*** | ***Exercise  (Exer)*** | ***IT Labs  (Lab)*** | ***Case Studies (CAS)*** | ***Individual Assignment (Assign)*** | ***Group Presentation (G-Pres)*** | ***Any other Medium*** |
| **X** | **X** |  |  | **X** | **X** | **X** |  |

**Marks Distribution: Planned Courseware Events:**

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| **Particulars** | **% Marks** | **Weight  Ranges** |
| 1. Assignments /Project | 10 | 5 ~ 10 |
| 2. Quizzes | 10 | 5 ~ 10 |
| 3. Mid Exam | 30 | 10 ~ 15 |
| 4. Class Activity | 10 | 10 ~ 15 |
| 5. Final Exam | 40 | 40 ~ 50 |
| 6. Lab Sessions & assignments |  | 2 ~ 10 |
| **Total:-** | **100** | **100** |

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| **Particulars** | **Planned (Qz/As/Labs)** | **Remarks** |
| 1. Quizzes |  |  |
| 2. Assignments |  |  |
| 3. Presentations |  |  |
| 4. Labs |  |  |

**Instructions / Suggestions for STUDENTS for satisfactory progress in this course:**

* FAST has a 100 percent attendance policy. However, students are allowed to sit in the final exam if they have at least 80 percent attendance.
* Plagiarism in any part of the course can lead to an F in the whole course.
* On average, most students should find at least three hours outside of class for each class hour for satisfactory learning.
* **Note:** Counseling hours are displayed outside the doors of permanent faculty members for providing extra guidance to students. However, students are welcome to get help from the instructor at all times.
* **For the use of instructors and administration only:**

Please comment briefly on whether the course outline was followed, particularly if any areas were not covered. Also suggest any changes in the course outline for future teaching.

Please comments on the learning outcomes of this course i.e. describe the developments in the knowledge, behavior and skills of students on the basis of course objectives.

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| **Signatories** | **Name** | **Signature** | **Date** | | | | | | | | | |
| **Teaching Faculty** | Dr. Munazza Saeed |  | 1 | 4 | - | 0 | 8 | - | 2 | 0 | 2 | 3 |
| **Programme Manager** |  |  | 1 | 4 | - | 0 | 8 | - | 2 | 0 | 2 | 3 |
| **HOD School of Business** | Dr. Saif Maqbool |  | 1 | 4 | - | 0 | 8 | - | 2 | 0 | 2 | 3 |