



**Spring Term**

**Basic Information:**

<b>Title:</b>	Research Techniques and Methods	<b>Code</b>	MGMT-572
<b>Program:</b>	MBIT	<b>Credit Hours:</b>	Three (03)
<b>Sessions:</b>	30 Classes + Mid Term + Final Term	<b>Pre-Requisite:</b>	All core courses

**Course Description:**

*This course is designed to cover the quantitative methods of research along with the basic understanding of qualitative methods. The participants in this session shall walk through the complete research process that starts with the translation of the management concern into a business research problem. This is followed by careful preparation of a blueprint for research. Theoretical base for the business research is built before the participants embark upon the actual planning of the research project. The class presentations that report on the progress of the research work provide an opportunity to establish a linkage between the theory and the process of putting this theory into practice.*

**Learning Outcomes:**

*After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to*

1. *Identify a research problem in the business domain*
2. *Develop a research framework underpinned by the theory*
3. *Formulate a proper research design*
4. *Collect information/data for the problem under discussion*
5. *Implement appropriate research tools to analyze the data*
6. *Interpret the results for better decision making.*

**Teaching Learning Methodology:**

*The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.*

**Group Configurations:**

*One of the objectives of this course is to encourage and facilitate teamwork. If required, class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.*

**Weekly Term Plan**

<b>Wk</b>	<b>Lecture Topic</b>	<b>Activity</b>
1.	<i>Introduction: What is research?</i>	
2.	<i>Concepts and Hypothesis</i>	Assignment
3.	<i>Problem Definition and research proposal</i>	Quiz
4.	<i>Literature Review, Ethical Issues; Plagiarism</i>	
5.	<i>Theory and research.</i>	Assignment
6.	<i>Research Philosophy and design</i>	Quiz
7.	<i>Population and sampling.</i>	Lecture
8.	<i>Mid Term Examination</i>	
9.	<i>Instrumentation and data collection</i>	Assignment
10.	<i>Measurement of variables.</i>	Quiz
11.	<i>Data handling</i>	
12.	<i>Tools for data analysis (SPSS, PLS, AMOS)</i>	Assignment
13.	<i>Application of tools (SPSS, PLS, AMOS)</i>	Quiz
14.	<i>Report writing</i>	
15.	<i>Assessment of final research projects</i>	
16.	<i>Final Term Examination</i>	



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**Topics in Detail**

**Introduction**

- What is research?*
- Research process*
  - Research problem Identification*
  - Research approach development*
  - Research design formulation*
  - Fieldwork or data collection*
  - Data preparation and analysis*
  - Report preparation and presentation*

**Concepts**

- Variables, Proposition, Hypothesis, Theory*

**Hypothesis**

- Types, Characteristics of A Testable Hypothesis.*

**Problem Definition and Research Proposal**

**Review of literature**

- Purpose. How to conduct systematic review? Ethical issues in research. Plagiarism*

**Theory and research**

- What is theory? Relationship between theory and research.*

**Research Philosophy and Design**

**Population and Sampling**

- Sampling Terminology.*
- Non-Probability and Probability Sampling.*

**Instrumentation and Data Collection**

- Questionnaires and Interviews*

**Measurement of variables**

- Theoretical and Operational Definitions*
- Dimensions, Elements, Questions/Statements.*
- Criteria for Good Measurement:*
- Validity and Reliability.*

**Data handling**

- Coding*
- Data Entries in Computer*
- Data Cleaning.*
- data analysis Tools*
- SPSS, PLS, AMOS*

**Report writing**

- Articles*
- Thesis*
- Research papers*

**Text & Recommended Readings**

1. *Research methods for business*  
Uma Sekaran, Roger Bougie  
7<sup>th</sup> Edition, John Wiley & Sons, 2016
2. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*  
David Creswell and John W. Creswell  
5<sup>th</sup> Edition, SAGE Publications, 2017
3. *Various research papers*

**Assignment Specification**

- |                                         |                                 |
|-----------------------------------------|---------------------------------|
| <i>Microsoft Word for Documentation</i> |                                 |
| <i>Headings</i>                         | <i>Arial 11pt Bold</i>          |
| <i>Normal Text</i>                      | <i>Times New Roman 10pt</i>     |
| <i>Header Footer</i>                    | <i>Times New Roman 8pt</i>      |
| <i>Paragraph</i>                        | <i>Single Line Spacing</i>      |
|                                         | <i>First Line Indent 1.0 cm</i> |
| <i>Page Margins</i>                     | <i>2 cm from each side</i>      |



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**Grading Policy:**

*Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.*

<b>Sessional</b>	<b>25%</b>	<b>Mid Term</b>	<b>35%</b>	<b>Final Term</b>	<b>40%</b>
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Major Report/Work	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

*Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.*

**Dishonest Practices & Plagiarism**

*Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.*

*For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>*

**Grading System:**

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

**Norms to Course:**

1. *Submission Date and Time for the term instruments is always **Un-Extendable***
2. *5 Absentees in class will result in forced withdrawal. **(PU Policy)***
3. *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)***
4. *This is your responsibility to keep track of your position in class evaluation units.*
5. *After the submission date, NO excuse will be entertained.*
6. *Keep a copy of all submitted Grading Instruments.*
  1. *Assignment is acceptable only in its Entirety.*
  2. *No make up for any assignment and quiz.*
  1. *Copied & Shared work will score Zero.*
  1. *Assignments are Individual.*

**Good Luck**

For the Spring Term