

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

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<b>Course Title</b>		<b>Research Methodology</b>
<b>Course Code Number</b>		<b>MGT 354</b>
<b>Year/Semester</b>		<b>III/V</b>
<b>Credit Hours</b>		<b>03</b>
<b>Course Objectives:</b>		
<b>Main Objective</b>		This course studies the nature, scope, and significance of business research and research methodologies. The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, use of the computer for data analyses, and report writing and presentation.
<b>Enabling Objectives</b>		After completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> <li>• Understand Basic Knowledge about Research, Their Methodology and Develop Basic Skills to Conduct Survey Research and Case Studies.</li> <li>• Write and present research reports.</li> <li>• Get conversant with the use of statistical analysis</li> </ul>
<b>Learning Unit (LU)</b>	<b>Learning Hours (LH)</b>	<b>Contents</b>
<b>LU 1</b>	<b>LH 6</b>	<b>Introduction</b> Meaning, Objectives and Significance of Research, Types of Research, Research Methods Versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Research Problem, Selecting the Problem, Review of Literature, Source of Literature, Organizing Library Findings
<b>LU 2</b>	<b>LH 8</b>	<b>Research Design</b> Meaning and Need of Research Design, Features of Good Research Design, Different types of Research Design (Exploratory Research, Descriptive and Causal Research) Sampling, Features of a good sample, Different types of sampling
<b>LU 3</b>	<b>LH 6</b>	<b>Measurement and Scaling</b> Measurement in Research, Types of Measurement (Nominal, Ordinal, Interval and Ratio) Scaling: Important Scaling Techniques, Scale Construction Techniques

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		Reliability and Validity of Measurement
<b>LU 4</b>	<b>LH 10</b>	<b>Data Collection and Analysis</b> Primary and Secondary Data, Methods of Collection of Primary Data (Questionnaire, Research Interview, Focus Group Discussion), Questionnaires Construction and Administration, Pre- testing of Questionnaire, Appropriate Method for Data Collection, Important considerations for data collections Editing, Coding, Classification and Tabulation, Presentation of Data in Tables, Graphs and Diagrams, Statistical Methods of Analyzing Data, Use of data analysis tools like SPSS and Excel
<b>LU 5</b>	<b>LH 7</b>	<b>Topic Selection and Research Proposal</b> Topic Selection, Criteria of Topic Selection, Meaning and types of Research Proposal, Purpose of Research Proposal, Contents of Research Proposal
<b>LU 6</b>	<b>LH 11</b>	<b>Preparation of Research Report</b> Concept and Purpose of Report Writing, Types of Reports, Different Steps in Writing Report, Components and Layout of Research Report, Essential of Good Report.
<b>References</b>		<ol style="list-style-type: none"> <li>1. <i>Research Methodology Methods and Techniques</i> 2<sup>nd</sup> Edition, New age International Publishes.</li> <li>2. Cooper R. Donald and Schindler S. Pamela, <i>Business Research Method</i> 9<sup>th</sup> Edition Mc Graw – Hill New York.</li> <li>3. Pant, P. R. <i>Essentials of Business Research Methods</i>, Buddha Publication, Kathmandu, Nepal</li> </ol>

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination