

Course Title: Business Research Methods
Credit Hours: 3

Course Code Number: MGMT 534
Year /Semester: II/III

48 Hours

Course Objectives:

The objective of this course is to equip students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making

Unit 1 Introduction

5 Hours

Concept of research and its applications in the various functions of management; Types of research, Criteria of good research, Problems encountered by researcher, Ethics in research

The research process:

The conceptual phase: Research problem, literature review, developing hypothesis

The empirical phase: Research design, sample size, data collection

The analytical phase: Data analysis, hypothesis testing, interpretation, research reporting

Research concepts and language: Variable, hypothesis, data

Writing a Research Proposal

Unit 2 Research Design

10 Hours

Meaning of research design, features of a good research design

Types of research design: Exploratory Research Design, Descriptive Research Designs, Comparative Research Design, Experimental Research Design, Qualitative and quantitative research

Unit 3 Sampling

5 Hours

Concept of sampling, Types of sampling – Probability, Non-Probability, Sampling Frame, Sample Size Determination

Unit 4 Measurement and Scaling

5 Hours

Levels of measurement: Nominal, ordinal, interval, ratio

Attitudinal Scales – Likert, Thurstone, Guttman Scales

Validity of Research Instruments – Face and Content, Concurrent and Predictive, Construct Validity;

Reliability of Research Instruments – External and Internal Consistency Procedures

Unit 5 Sources of Data

8 Hours

Primary and secondary data, Primary Data Collection Instruments (Questionnaire, Research Interview, Focus Group Discussion), Questionnaire construction and administration, question content, wording and sequencing, pre-testing pilot studies, Precautions in preparation of questionnaire, Important considerations for data collections, Secondary data sources in Nepal

Unit 6 Analysis of data

10 Hours

Coding, editing and tabulation of data, various kinds of charts and diagrams used in data analysis, Descriptive statistics and inferential statistics, Hypothesis Testing, Univariate, Bivariate, and multivariate Analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance, Uses of Data Analysis Tools like SPSS and Excel

Unit 7 Report Preparation

5 Hours

Meaning and types of research report, format of the research report: Preliminaries, body, and reference materials

Precautions in preparing the research report

Reference Books:

1. Donald Cooper and PS Schindler (2009) *Business Research Methods*, 9th edition, Tata McGraw Hill
2. Kothari, C.R., *Research Methodology Methods and Techniques*, 2nd Edition, New age International Publishes.
3. Ranjit Kumar (2009) *Research Methodology*, 2nd edition, Pearson Education
4. Uma Sekaran (2010) *Research Methods for Business*, 4th edition, Wiley.
5. Pant, P. R. *Social Science Research and Thesis Writing*, Buddha Publication, Kathmandu, Nepal.