

Title: Research Methodology	Code: MGMT 352	
Credit Hours: 3	Year /Semester: III/V	48 Hours

Course Objectives:

The objective of this course is to provide basic knowledge to the students about research, their methodology and develop basic skills to conduct survey research and case studies.

Unit 1 Introduction 6 Hours

Meaning, Objectives and Significance of Research, Types of Research, Research Methods vs 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

Unit 2 Research Design 8 Hours

Meaning and Need of Research Design, Features of Good Design, Different types of Research Design (Exploratory Research, Descriptive and Causal Research)

Sampling, Features of a Good Sample, Different Types of Sampling

Unit 3 Measurement and Scaling 6 Hours

Measurement in Research, Types of Measurement (Nominal, Ordinal, Interval and Ratio)

Scaling: Important Scaling Techniques, Scale Construction Techniques

Reliability and Validity of Measurement

Unit 4 Data Collection and Analysis 10 Hours

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

Unit 5 Topic Selection and Research Proposal 8 Hours

Topic Selection, Criteria of Topic Selection, Meaning and Types of Research Proposal, Purpose of Research Proposal, Contents of Research Proposal

Unit 6 Preparation of Research Report 11 Hours

Concept and Purpose of Report Writing, Types of Reports, Different Steps in Writing Report, Components and Layout of Research Report, Essential of Good Report

Reference Books:

1. Kothari, C.R., *Research Methodology Methods and Techniques* 2nd Edition, New age International Publishes.
2. Cooper R. Donald and Schindler S. Pamela, *Business Research Method* 9th Edition McGraw – Hill New York.
3. Pant, P. R. *Essentials of Business Research Methods*, Buddha Publication, Kathmandu, Nepal.