

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

Course Title		Research Methodology
Course Code Number		MGT 515
Credit Hours		03
Year: I		Semester: I
Course Objectives:		
Main Objective		This course aims to equip the 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.
Enabling Objectives		After completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> • Understand the basic research methodology • Identify the different source of data and way of collecting data. • Apply the various of levels of measurement • Prepare a qualitative research report.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	10	Introduction to Business Research Research methodology and research methods, scope of research, types of 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 Philosophy of research: Deduction and induction, quantitative and qualitative, correlation and causality Ethics in research, Research request and proposal developing
LU 2	4	Research Design Conceptual framework, Research design and its types, Qualitative research, grounded theory and participative research
LU 3	8	Sampling Importance of sampling, sampling terminologies: Sampling unit, sampling frame, sampling and non-sampling errors, parameters and statistics Probability Sampling: Random sampling, systematic sampling, stratified sampling, cluster sampling Non-probability sampling: Purposive sampling, quota sampling, convenience sampling, accidental sampling, snowball sampling
LU 4	6	Measurement and Scaling

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		Levels of measurement: Nominal, ordinal, interval, ratio Attitudinal Scales – Likert, Thurstone, Guttman Scales Validity and reliability of measurement
LU 5	8	Data and Management Primary and secondary data, Collection of primary data: Questionnaire construction and administration, question content, wording and sequencing, pre-testing pilot studies Data management: Editing and coding of data, data entry using computer software Research interview: Structured and unstructured, in-depth interviews, focus group discussions
LU 6	6	Data Presentation and Analysis Editing, coding and data entry, Exploring, displaying and examining data, hypothesis testing, measures of association, univariate, bivariate and multivariate analysis Overview of statistical methods: descriptive and inferential statistics Use of computer applications for data presentation and analysis.
LU 7	6	Report Writing Need of a research report, Subject matter and organization of the report Formatting: Components of a report: Preliminaries, body, and reference materials, general format (footnotes, quotations, indentations etc.) Presentation of a research report
References		<ol style="list-style-type: none"> 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. Pant, P. R. Social Science Research and Thesis Writing, Buddha Publication, Kathmandu, Nepal

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