

MSC 521: Research Methodology

Credits: 3
Lecture Hours: 48

Course Objectives

The primary purpose of this course is to introduce students to quantitative and qualitative method for conducting meaningful inquiry and research. Specifically, course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approaches.

Course Description

The course provides an introduction to, and a basic grounding in, fundamental research methods as they relate to the modern practice of management and to academic research. The emphasis of the course is therefore on problem definition, hypothesis formulation, research design, measurement, sampling, secondary data gathering, observation and interview, data analysis and report writing. The course thus enables students to develop their understanding of research methods, and confidence in designing a research project, choosing and executing appropriate methods, and assessing its academic rigour.

Course Details

Unit 1: The Nature and Context of Social Research

LH6

The concept of research; Types of research; Nature and purpose of research; Scientific research - scientific research process, feature of scientific research, difficulties of applying scientific methods to social science research; Management research-concept, types, importance of research for decision making; Ethical issues in management research.

Unit 2: Literature Review

LH 4

Concept, purpose and functions of literature review; phases in literature review; searching, obtaining, and evaluating the literature; Literature search through the Internet; Format and guidelines for conducting literature review; Meta analysis

Unit 3: Problem Definition, Theoretical Framework and Hypothesis Formulation LH 8

Problem definition- concept and steps in problem formulation; Research questions- concept and types; Theoretical framework- concept and need for research; Research and theory- deduction and induction; Contributions of research to theory building and practices ; Hypotheses Formulation- concept and function of hypothesis; Types - descriptive, relational, directional, explanatory and null hypothesis; Criteria of good hypothesis.

Unit 4: Quantitative and Qualitative Research Designs

LH 9

Definition; Elements of a research design; Classification of research designs- exploratory; descriptive; developmental; case study; causal- comparative and experimental research designs; Common sources of error; Qualitative research- concept, basic assumptions, types and features; Differences between quantitative and qualitative research.

Unit 5: Measurement, Scaling and Sampling

LH 6

Variables- concept and types; Scales of measurement; Attitude measurement and scale construction; Attitude scales commonly used in social science research; Criteria of good measurement-validity and reliability of measurement; Sources of measurement problems; Sampling-concept and process; Population and sampling; Types of sampling-probability and non- probability sampling; Sampling and non-sampling errors.

Unit 6: Data Collection and Analysis

LH 8

Data and its types; Sources of primary and secondary data; Important considerations for data collection; Questionnaire- principles, components and types; Research interview-types and

process; Sources of qualitative data- observation, participant observation, focus groups; Use of Internet for data collection; Data analysis- Data processing; Presenting data in graphs and tables; Statistical analysis of data- descriptive and inferential statistics; Hypothesis testing; Methods of analyzing qualitative data-content, thematic and narrative analysis.

Unit 7: Writing Proposals and Research Reports LH 7

Functions and types of research proposals- solicited and unsolicited proposals; Structure and contents of academic and funded research proposals. Research reports- concept, process, types and procedure for writing research report; Conventions of academic writing; Pre- writing concerns; Components of the research report; Body of the research report; Documenting sources- APA style of citation and referencing; Evaluation of research reports; Essentials of good research report.

Basic Books:

Zikmund, W. G. **Business Research Methods**. Thompson, New Delhi.

Cooper, D.R. and Schindler, P.S. **Business Research Methods**. Tata McGraw Hill, New Delhi.

Pant, Prem R. **Social Science Research and Thesis Writing** .Buddha Academic Enterprises, Kathmandu.

References:

Bryman, A. and Bell, E. **Business Research Methods**. Oxford University Press, New Delhi.

Flick, U. **An Introduction to Qualitative Research**. Sage South Asia Edition, New Delhi.