

Course Title: Business Research
Code No: CO 526
Area of Study: Core Area
Credit: 3

Course Objectives

This course is designed to introduce students to the principles and methods of research. The course will provide a basic overview of quantitative and qualitative research methodologies followed by an exploration of research methods in business context. Students will also acquire the skills they need to undertake research and to master the technologies associated with pursuing academic studies. After completion of the course, students will become acquainted with a variety of designs and approaches to research. This will help them in the development of their own research proposals and projects.

Course Contents

UNIT I: Foundations of Research

L.H. 10 hrs

The meaning of research; the nature and types of research; scientific research process; competing paradigms and epistemological considerations positivism and interpretivism; research strategy- quantitative and qualitative; theory and research; deduction and induction; mixed methods research; participatory and action research; management research- types and value for decision making; ethical considerations in research.

UNIT II: Theoretical Framework and Hypothesis Formulation

L.H. 5 hrs

Literature review- purpose and phases; searching; obtaining and evaluating the literature; meta- analysis; problem definition; theoretical framework; hypothesis and research questions- functions and types; criteria of good hypothesis statement.

UNIT III: Research Design

L.H. 5 hrs

Definition; elements of a research design; classification of research design descriptive, survey, longitudinal, cross-sectional; case study, causal- comparative and experimental research designs; common sources of error in research designs.

UNIT IV: Measurement, Scaling and Sampling

L.H. 5 hrs

Variables; Measurement and scales, attitude measurement and scale construction; classification of scaling techniques; validity and reliability; sampling - concept, techniques and errors.

UNIT V: Data Collection and Analysis

L.H.18 hrs

Date and its types; sources of primary and secondary data; questionnaire construction; research interview; courses of qualitative data - ethnography and participant observation, conducting focus groups; e-research using Internet and websites to collect data from individuals; web surveys, e-mail surveys; getting data ready for analysis; data processing; statistical analysis of data - descriptive and inferential statistics; hypothesis testing (Z, t, F, ANOVA and Chi-Square test with numerical problems); methods of analyzing qualitative data.

UNIT VI: Writing Proposals and Research Reports

L.H. 5 hrs

Research proposals - functions, types and components; features of thesis proposal; procedure for writing research reports; conventions of academic writing; components of the research report; body of the report; APA style of citation and referencing.

References:

- Bryman, A and Bell, E. *Business Research Methods*. Oxford University Press, New Delhi.
- Zikmund, W.G. *Business Research Methods*, Thompson, New Delhi.
- Pant, Prem R. *Social Science Research and Thesis Writing*. Buddha Academic Enterprises, Kathmandu.
- Azaya B. Sthapit and Others, *Statistical Methods*, Buddha Academic Enterprises, Kathmandu, Nepal.
- Shyam B Katuwal, *Research Methodology made easy*, Molung Foundation, Bhatapur, Nepal,