

Debre Tabor University Faculty of Business and Economics Department of Management						
Department	Management					
Course Title	Business Research Methodology					
Course Code	MBA4101					
Module Name	Research in Management					
Module Number	MBA-M06					
Instructor/Tutor	Name:					
	Office Location:					
	Mobile:					
	Consultation Hours:					
ECTS Credits (CP)	3					
Hours (per semester)	Lecture	Tutorial	Lab/Pract	Assign't/Preset'n	Home Study	Total
	16		16	20	45	97
Lecture Days, Hours and Room	TBA					
Tutorial/Lab/Practical Days and Hours	TBA					
Target Group	1 st Year MBA Students					
Year/Semester	Year I, Semester II					
Pre-requisites	None					
Status of the Course	Core					

COURSE DESCRIPTION

This course is a survey course intended to develop the students' ability in scientific analysis and to provide opportunity for application of concepts and tools in the study of economic and social problems. It also gives students a preliminary knowledge with the art of using different research methods, techniques in solving research problems. Specifically, it covers scientific inquiry; experimentation; survey; fact finding, design of questionnaire and interpretation of data; and formulation of management research project by students.

COURSE OBJECTIVES

At the end of this course, students will be able to

- Describe the role of business research
- Differentiate the different types of research
- Identify and define research problem
- Design appropriate research design
- Distinguish sampling design
- Differentiate types of data and instrument of data gathering methods
- Analyze and interpret data
- Prepare standard research project

SCHEDULES OF LECTURE TOPICS AND READING MATERIALS

Lecture (hours)	Topic of the Lecture	Reference Materials
CHAPTER ONE: RESEARCH METHODS: AN INTRODUCTION		
3 hrs	1.1. Meanings of Research 1.2. Types of Research 1.3. Motivation of doing Research 1.4. Research and Scientific Method 1.5. Research Process 1.6. Criteria of Good Research	➤ Kothary ➤ Uma Sekaran 6 th edithion
CHAPTER TWO: DEFINING RESEARCH PROBLEM AND HYPOTHESIS FORMULATION		
3 hrs	2.1. Problem Identification & Formulation – Management Question – Research Question – Investigation Question – Measurement Issues - Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance	➤ Kothary ➤ Uma Sekaran 6 th edithion
CHAPTER THREE: RESEARCH PROPOSAL		
2 hrs	3.1. What is a Research Proposal? 3.2. Functions of Research Proposal 3.3. General Format of research Proposal	➤ Kothary ➤ Uma Sekaran 6 th edithion
CHAPTER FOUR: RESEARCH DESIGN (PLANNING OF RESEARCH PROJECT)		
4 hrs	4.1. Meaning of Research Design 4.2. Important Concepts Concerning Research Design 4.3. Features of Research Design 4.4. Forms of Research Design 4.4.1. Research Design for Non-experimental Research 4.4.2. Research Design for Experimental Research	➤ Kothary ➤ Uma Sekaran 6 th edithion

	4.4.3. Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables, concomitant variable, measurement and scaling – validity and reliability, extraneous variable, Treatment, Control group.	
CHAPTER FIVE: SOURCES AND METHODS OF DATA COLLECTION		
4 hrs	Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Advantages and disadvantages over secondary data, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey.	<ul style="list-style-type: none"> ➤ Kothary ➤ Uma Sekaran 6th edition
CHAPTER SIX: SAMPLE DESIGN AND PROCEDURE		
4 hrs	<p>Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample.</p> <p>Probability Sample – Simple Random Sample, Systematic Sample, Stratified</p> <p>Random Sample & Multi-stage sampling. Non Probability Sample – Judgment, Convenience, Quota & Snowballing methods. Determining size of the sample - Practical considerations in sampling and sample size.</p>	<ul style="list-style-type: none"> ➤ Kothary ➤ Uma Sekaran 6th edition
CHAPTER SEVEN: DATA ANALYSIS (AN OVERVIEW)		
12 hrs	Data Analysis and Statistical Techniques: Analysis of Data – Preparing data for Analysis, Examining Relationships and Trends using Statistics, Selecting an Appropriate Statistical Technique, Tabulation of Data, Analysis of Data – Use of SPSS and other Statistical Software Packages. Advanced Techniques for Data Analysis: ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Cluster Analysis, and Multi- dimensional Scaling Techniques.	<ul style="list-style-type: none"> ➤ Kothary ➤ Uma Sekaran 6th edition
CHAPTER EIGHT: INTERPRETATION & REPORTING THE RESEARCH		

RESULT		
2 hrs	8.1. Meaning & Techniques of Interpretation 8.2. Organization & Types of Reports 8.3 Layout of a Research Paper 8.4 Qualities of research presentation 8.5 ethics in research	➤ Kothary ➤ Uma Sekaran 6 th edition

METHODOLOGY

The delivery method shall be student-centered. Students are highly expected to participate in class works. Specifically, the course will be delivered through lecture method, reading assignments in-class problem solving and take-home assignments.

ASSESSMENT METHODS

Student evaluation in this course consists of both formative and summative assessments including assignments and final exam.

Assessment method	Weight
Assessment -I - (Individual Assignment)- research critics	10%
Assessment -II (Group Assignment)- Term paper / mini research	20%
Assessment –III (Test)	20%
Final Exam	50 %
Total	100%

REFERENCES

- Daymon, Christine and Holloway, Immy; Qualitative Research Methods in Public Relation and Marketing Communications; Routledge, U.K.; Publication, 2002.
- 2. Craig; C. Samuel and Douglas, Susan P.; International Marketing Research; John Wiley and Sons Ltd, IIIrd Edition, 2005; U.K. and U.S.A., New York.
- Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
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- Babbie (1973). Survey Research Method. Wadsworth Publishing Company, Inc, USA.

- Green E. Paul, D. S. Tull & Gerald Albaum (1998). Research for Marketing Decisions. Prentice - Hall of India, Private Limited, New Delhi.
- Joseph Gibaldi (1995). MLA Handbook for Writers of Research Papers, fourth edition. The Modern Language Association of America, USA.
- Hussey J & Hussey R (1997). Business Research, a practical guide for undergraduate and postgraduate students Macmillan Press LTD, Great Britain.
- Kenneth R. Hoover (1988). The Elements of Social Science Thinking (Fourth Edition). St. Martin's Press, New-York, USA
- C.R. Kothari. (1990). Research Methodology, Methods & Techniques. Wishwa Prakashan, Wiley Eastern Limited, New Delhi.
- Lawrence F. Locke, Waneen Wyrick Spirduso & Stephen J. Silverman (1993). Proposal That Work, A guide for Planning Dissertation and Grant, Sage Publications, Inc. Newbury Park, California