



# Greenwich University

## COURSE OUTLINE

### SPRING 2019 Term

- **Course** : **Research Methodology**
- **Code** : **GMAG 519**

### ADMINISTRATIVE INFORMATION

- Instructor : **Dr. Chintamanee Sanmukhiya**
- Instructor's Email : **dr.chintamanee@[greenwich.edu.pk](mailto:dr.chintamanee@greenwich.edu.pk)**
- Class Session : **March 25, 2019 – July 20, 2019**
- Class Timings : **Sunday, 02:00Pm – 04:30Pm**

### ATTENDANCE

Attendance in all classes is mandatory and no excuses will be accepted for any missed lectures or coursework and portfolio-related deadlines. However, in case of an emergency / serious illness the students will be eligible to (02) absences during the whole semester.

### RULES AND REGULATIONS

- All mobile phones must remain switched off or kept on silent / vibration mode) for the entire duration of a class. Any breach of this rule will lead to immediate confiscation of the phone, which will only be returned after the semester is over.
- Smoking is strictly prohibited on the entire campus, except the cafeteria.
- No food, drinks, gum or beetle-nut (chalia) are allowed inside the classroom.
- In order to maintain the sanctity and decorum on the University Campus, all male and female students are required to be dressed in a decent and appropriate manner. The University shall take a particularly stern view of any kind of immodest and revealing clothes.
- The Student ID Card must be displayed while attending class.
- Cheating, plagiarism, offensive language and disruptive behavior will be addressed according to the policies for academic misconduct mentioned in the Students' Handbook.

### COURSE DESCRIPTION

Research Methodology provides the theoretical and practical base for successfully carrying out research. The course provides an introduction to fundamental research methods as they relate to the modern practice of management and to academic research. It forms the basis of the research proposal, literature review, and qualitative and quantitative methods. The course first emphasizes the research process and the importance of the literature review. It then

focuses upon the appropriateness of specific research methods. Students are encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods when analyzing data. Overall, this course equips students with the skills and expertise to develop and implement a research dissertation. Research Proposal is an essential component of the course.

Research Proposal – An individual proposal of research project is to be submitted, describing your interest to certain topic in business management, such as human resources, marketing, finance, supply chain / operations, or strategy; the format of which shall be discussed in class.

## **RESPONSIBILITY FOR LEARNING**

The responsibility for learning lies with the student as classes will be conducted in a blended learning style format that can invigorate students' understanding on various topics discussed in the lectures. The instructor's role is that of a coach, guiding the learning experience. Since the lecturing process utilizes a student-centered approach, the student must:

- a) Have read the assigned readings before coming to class. I will try to minimize my lecture times to introducing concepts not presented in the assigned readings.
- b) During the class I will ask students to explain some of the concepts and to apply them to situations for better understanding.
- c) Have read the assigned cases and come prepared to discuss them in the class. These cases would cover the text that has been covered in the previous week. Each student is responsible to submit/present these cases. The cases require you to identify key issues, identify theories and concepts relevant to the case, and recommend ideas addressing the issue.
- D) Mid-Term Examination would be of two hour duration & Final Examination would be of three hour duration.

## **LEARNING OUTCOMES**

At the end of this course, the students should be able to:

1. Recognize the importance of research as a first step in Business Studies.
2. Translate basic/applied business issues into appropriate academic research questions.
3. Understand the links between the issues being investigated and the method of investigation.
4. Understand the relevance of Western research in providing solutions to the local managers by investigating the dominant theories business education.
5. Understand the governing principles in the qualitative and the survey research traditions, the merits and limitations of each, and of their independent and supporting roles in business contexts.
6. Use different software for statistical analysis and interpretation including SPSS, Amos, and E-Views etc.
7. Understand and apply the skills required to design and conduct research studies using qualitative and/or survey methods.
8. Acquire the ability to interpret research results and establish the substantive meaning and implications of the findings for managerial practice.

## **TEACHING METHODOLOGY**

- Lectures
- Case Studies
- Assignments
- Reports
- Presentations by students
- Seminar / Workshop
- Research Paper on Articles Presented at HEC Digital Library
- Guest Speaker: A professional from the Financial Sector may be invited to share his / her experiences with the students.

## PERFORMANCE REQUIREMENTS

Complying with the course requirements involves pre-reading chapters before each class, active class participation and timely submission of assignments/report.

**NOTE: Late submissions will not be accepted under any circumstance.**

## RECOMMENDED READINGS

**Core Book:** Research Methods for Business Students, 5th Edition, by Mark Saunders, Philip Lewis and Adrian Thornhill

**Referred Book:** Research Methods for Business: A skill building approach, by Uma Sekaran and Roger Bougie, 5th Edition, John Wiley & Sons.

### Compulsory Reading

- i Economic & Business Review (DAWN)
  - ii. Pakistan & Gulf Economist (PAGE)
- ❖ Students are urged to seek assistance from [www.hecdigitalibrary.edu.pk](http://www.hecdigitalibrary.edu.pk) for preparation of research papers, assignments and term reports.
  - ❖ Use the following link for research
    - Bentham Science
    - Blackwell Synergy
    - Ebrary
    - Springerlink
    - Oxford University Press
    - Francis and Tylar
    - SAGE Publication. online

Greenwich Research Development Center (GRDC) and computer laboratory will have all the necessary software (SPSS) and full access to the digital library and internet.

## EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given in every class based upon the lesson taught in the previous session. The teacher will mark and return them to the students in the same/next class.
- Students who maintain 100% attendance in a minimum course load of five will be awarded a certificate and his/her name/picture will be placed on the notice board
- Class Assignments will be given regularly.
- Class participation
- Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the instructor in the 14th class. The portfolios will be returned to the students prior to the final examination.
- Mid-Term and Final Examination
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.
- **Report:** The students will be assigned, individually, or in groups to write term paper / report based on visit to the corporate entities / markets and discussions with professionals and practitioners. All such visits will be undertaken through official transmittal letters to be issued by the University on the request of students and / or faculty.

**GRADING:**

<b>Assessment</b>	<b>Marks</b>
Midterm Paper	30
Term Paper: Research Report & Presentation	10
Assignments (Research Proposal)	10
Quizzes (3) (n-1) – 5 Marks Each	10
Final Paper	40

**COURSE CONTENTS**

<b>Week #</b>	<b>Topics to be Covered</b>	<b>Assessment / Material</b>
1	Introduction to Research Methodology, Types of Research Based on Purpose, Data, Time and Process	-
2	Defining Research Process, Research Problem, Variables	Practice
3	Research Objectives, Hypothesis and Research Questions	-
4	Literature Review, Significance and Types	-
5	Literature Review: How to Write Effectively, Writing Conceptual Framework	Assignment
6	Research Methodology: Research Onion by Saunders-6 Stages of Research Designs Quantitative & Qualitative Research Methods	Quiz 1
7	Revision and Midterm Preparation	-
8	<b>Midterm Examinations</b>	<b>Midterm</b>
9	Quantitative Techniques: Experimental Research	Assignment
10	Qualitative Techniques: Narrative Research, Grounded Theory, Phenomenology and Case Study	Quiz 2
11	Population and Sampling Designs	Assignment
12	Data Collection Instruments: Questionnaire and Interview Protocol, Quantitative Data Analysis: Chi-square Test	Quiz 3
13	Quantitative Data Analysis: Microsoft Excel	-
14	How to Write Effective Research Reports	-
15	Term Paper Presentations, Course Revision and Final Preparation	Term Paper Presentations
16	<b>Final Paper</b>	<b>Final Paper</b>

-----*For Office Use Only*-----

Dean: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2019

Head of Department: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2019

Faculty Member: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2019

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