

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Commonwealth MBA / MPA Programme)**

**RESEARCH METHODOLOGY FOR  
MANAGEMENT DECISION (5599)**

**CHECKLIST**

**SEMESTER: AUTUMN, 2012**

This packet comprises the following material:

1. Text Books
2. Course Outlines
3. Assignment No. 1, 2
4. Assignment Forms ( 2 sets )

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

**Mailing officer  
Services Block No. 28  
Allama Iqbal Open University  
H-8, Islamabad  
Phone: 051-9057611-12**

Wishing you all the best,

**Nazim Hussain**  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Commonwealth of Learning Executive MBA/MPA Programme)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Research Methodology for Management Decision (5599)**

**Level: Executive MBA/MPA**

**Semester: Autumn, 2012**

**Total Marks: 100**

**Pass Marks: 40**

***Instructions:***

- a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling, punctuation and understandability. Communication is extremely important in this course.
- b) Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be from primary sources, except in rare and unusual situation.
- c) Quoting should be kept to an absolute minimum.
- d) Before writing the assignment, you are advised to thoroughly study the guidelines for assignment writing.
- e) Keeping in view the topics studied in the subject, students are required to submit a Critical review essay considering the Guidelines for Writing Research Papers.

**COURSE DESCRIPTION**

**What is this course about?**

The endeavor of this predominately Distance Learning with enhanced Face-to-Face Component course is to enable you to acquire the necessary knowledge and skills (or to further develop your existing knowledge and skills), to be able to successfully complete a significant research project in a managerial environment. The course aims to help you to develop an understanding of how research is carried out in management settings and appreciate some of the specific problems and issues you are likely to face. It introduces them to the field of management and business studies and the associated range of

research paradigms and theoretical traditions. It examines the strengths and weaknesses of competing approaches to research and some of the main ethical and practical problems that you are likely to confront in carrying out research into organizations.

In this course you will be introduced to the complexities and differences in research methods currently being utilized in management related disciplines. You will primarily learn how to select your research topic, to frame your research question(s), how to undertake the answering of that question and how to present their work to examination level.

## OBJECTIVES/LEARNING OUTCOMES

**What can you expect to learn by studying this course?**

***By the completion of this course, you will***

- i. Understand the major approaches to business research and the methodological choices that need to be made
- ii. Understand the various aspects of research design and be able to design managerial research
- iii. Be able to access library resources using various retrieval techniques
- iv. Understand the requirements of a literature review
- v. Understand the principles of quantitative and qualitative data analysis
- vi. Be familiar with the various quantitative and qualitative methods of data gathering and have knowledge of methods appropriate to their research
- vii. Be familiar with the ethical issues involved in managerial research
- viii. Be able to prepare and present a research proposal

## ACADEMIC MISCONDUCT

### **Warning against Plagiarism**

Plagiarism is the presentation of the work, idea or creation of another person without appropriate referencing as though it is one's own. Plagiarism is not permitted in this course. The use of another person's work or ideas must be acknowledged. Failure to do so may result in charges of academic misconduct which carry a range of penalties including cancellation of results and exclusion from this course.

### **University Plagiarism Statement**

Plagiarism: the presentation of the work, idea or creation of another person as though it is your own. It is a form of cheating and is a very serious academic offence that may lead to expulsion from the programme. Plagiarised material can be drawn from, and presented in, written, graphic and visual form, including electronic data, and oral presentations. Plagiarism occurs when the origin of the material used is not appropriately cited.

**Examples of plagiarism include**

- i) Copying sentences or paragraphs word-for-word from one or more sources, whether published or unpublished, which could include but is not limited to books, journals, reports, theses, websites, conference papers, course notes, etc. without proper citation
- ii) Closely paraphrasing sentences, paragraphs, ideas or themes without proper citation
- iii) Piecing together text from one or more sources and adding only linking sentences
- iv) Copying or submitting whole or parts of computer files without acknowledging their source
- v) Copying designs or works of art and submitting them as your original work
- vi) Copying a whole or any part of another student's work
- vii) Submitting work as your own that someone else has done for you
- viii) **Enabling Plagiarism**
- ix) The act of assisting or allowing another person to plagiarise or to copy your own work.

**ASSIGNMENT No. 1**

The objective of this assignment is to prepare you for final project which will be offered in fourth semester. For the topic selection and preparing a research proposal, you should consult your tutors assigned for the guidance of subject (5599). To complete the assignment # 1 you are required to prepare a research proposal between five (5) and ten (10) pages (2,000 to 3,000 words) which covers:

1. The Title of Project.
2. A summary (Abstract) of your proposed research project written in language understandable to people outside your discipline area.
3. A description of what your proposed research project entails, that would include the background of proposed research topic, statement of the research problem, your objectives or aim of research project, research question(s), the scope and the targeted population of the research.
4. The rationale or reason why you intend to conduct your research and what academic and practical implications might flow for it.
5. The research methods that you will be using to actually go about conducting the research, including a research schedule and time scale.

As with Assignment 1, a cover sheet with your name, roll number and proposed research title should be attached. The written research proposal is due on the day to be notified separately and should be submitted to your teacher. This assignment will serve as the useful prerequisite for final project (5598). You would complete the half part of the research proposal in this assignment with the topic selection. In final project (5598) you just have to complete their research proposal for final approval with the same research topic which they have selected in this assignment. The Assignment # 1 should be a proposed research project on approaches to managerial research methods. For the

proposed research project on approaches to managerial research methods you are required to select a topic of research interest, preferably in the proposed research area for your final project. In providing a critical review of key literature relevant to your topic you are expected to select a minimum of five research articles on this topic and to critically review these in an integrated manner such that this work could be incorporated into a literature review.

This proposed research proposal should be between 2,000 and 3,000 words in length (longer assignments will be asked to re-submit). It should be typed and single-spaced. You are advised to refer to the Guidelines for Writing Research Papers and Assignments already provided to you on referencing and formatting of your assignment. It is not necessary to attach the articles reviewed with your assignment; however, you should include a detailed reference list. The Harvard/APA system (one of the most commonly used author-date styles) is the preferred referencing and citation system used by the AIOU.

- i. Please attach a cover sheet to your assignment indicating your name and roll number.
- ii. This assignment can be submitted by email, post, or hand delivery to the course coordinator and must be received by 5pm on the due date to avoid penalty, unless otherwise negotiated

**Assessment Objectives for Assignment 1:**

- iii. To show evidence of concise writing skills.
- iv. To demonstrate the ability to critically evaluate other peoples research/writing; and to show competency in referencing and citation.

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 40**

***Instructions:***

- a) This assignment encompasses the Literature Review Report of the proposed research topic and the research proposal which was developed in Assignment No. 1 of this course. You are required to develop a Literature Review report and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our Directorate of Regional Services and the same will be communicated to you directly as well as through approved study centers assigned to you.
- b) You will have to participate in the activity fully, actively, and practically to be eligible to sit in the final examination of the course.
- c) If you fail to submit this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU. You will be considered fail in this course and have to re-enroll for this subject in next semester.
- d) One copy of Assignment 1 & 2 is required to be submitted to COL MBA/MPA Programme office, Room # 102, Block # 11, Department of Business Administration, Allama Iqbal Open University, Sector H-8, Islamabad.

## ASSESSMENT TASKS

The objective of Assignment No. 2 is to prepare a Written Literature Review report of the proposed research topic, in order to provide you with experience in preparing a final project report that will be required for forthcoming Project course 5598 by students.

In this assignment No. 2 you are required to prepare a Literature Review Report between five (5) and ten (10) pages (3,000 to 4,000 words) and at least 10 – 12 research articles from published source may be consulted. With minimum of 5 research papers should be published after 2005. You must follow the proper referencing and citation style to be mentioned at the end of the Literature Review Report under the Bibliography heading. You are also advised to consult the tips of writing literature review as mentioned below.

## TIPS FOR WRITING LITERATURE REVIEW

### **The Literature Review Defined**

What is it and why are students required to do one? The literature is exactly what one would expect from its title – it is a review of a collection of previously published literature on a specific topic or topics. The literature review is often required of students as they undertake research into a particular topic in order to determine whether or not their specific research topic has already been undertaken. Generally speaking, the literature review summarizes and condenses an extensive amount of material. In addition, the review allows you to organize a vast amount of information into a pattern that is meaningful to your research purposes, and will allow you to draw your own conclusions about the nature of that information.

### **Objectives of the Literature Review**

What should students strive for? When a student is performing his or her literature review, perusing all that information, having a specific objective(s) in mind is very important. Without a specific objective(s) in mind, students can end up spinning their wheels, not accomplishing much. The following are common objectives for a literature review; you should choose the objective(s) that best correspond with your particular research goals.

- i. ***Summarize Information*** – As stated above, the main objective of the literature review is to summarize previously released research information. While not all the objectives

on this list apply to every literature review, this is one objective that every student should strive for when reviewing literature.

- ii. ***Compare Findings and Results*** – The literature review allows you to compare the results from a wide variety of published research. The rates of similarity or discrepancy in research findings can go a long way in helping you to understand how his or her research may unfold in the future.
- iii. ***Compare Research Methods*** – The literature review also allows you to evaluate the different research methods used among those that have previously studied your topic of interest. Weighing the pros and cons of those research methods enables students to choose the method that best suits them.
- iv. ***Identify Untapped Areas of Research*** – By thoroughly organizing and reviewing an extensive collection of research material, a student performing a literature review will be able to identify areas that have not been addressed, or addressed poorly, by the literature that is currently available. In addition, if a student does happen to discover that his or her research topic has been previously undertaken, this will allow the student to more easily choose a secondary topic.
- v. ***Identify Major Research Studies*** – Not all research studies are created equal. The literature review allows students to recognize which particular studies have been the most important to the furthering of knowledge in their particular research area.
- vi. ***To Better Understand the Relevance of Your Upcoming Research*** – If the student's upcoming research has proven to be untapped, the literature review will allow the student to better understand where his or her findings will fit into the system of knowledge on that particular subject.

This list is by no means exhaustive, and there are a multitude of other reasons and objectives for completing a literature review. However, these are the most common objectives for university students, and they can provide students with the basis for the effecting of a thorough literature review.

# **RESEARCH METHODOLOGY FOR MANAGEMENT DECISION (5599) COURSE OUTLINES**

## **BLOCK 1: INTRODUCTION TO RESEARCH METHODOLOGY**

### **Unit-1 Importance of Research in Decision Making**

- 1.1 Meaning of Research
- 1.2 Role of Research in Important Areas
- 1.3 Process of Research
- 1.4 Types of Research

### **Unit-2 Defining Research Problem and Formulation of Hypothesis**

- 2.1 Points to Ponder on Research
- 2.2 Units of Analysis
- 2.3 Time and Space Coordinates
- 2.4 Characteristics of Interest
- 2.5 Environmental Conditions
- 2.6 Research Problem as Hypothesis Testing

### **Unit-3 Experimental Designs**

- 3.1 Completely Randomized Design
- 3.2 Randomized Complete Block Design
- 3.3 Latin Square Design
- 3.4 Factorial Design
- 3.5 Analysis of Covariance

## **BLOCK 2: DATA COLLECTION AND MEASUREMENT**

### **Unit-4 Methods and Techniques of Data Collection**

- 4.1 Primary and Secondary Data
- 4.2 Methods of Collecting Primary Data
- 4.3 Merits and Demerits of Different Methods of Collecting Primary Data
- 4.4 Designing a Questionnaire
- 4.5 Pre-testing a Questionnaire
- 4.6 Editing of Primary Data
- 4.7 Technique of Interview
- 4.8 Collection of Secondary Data
- 4.9 Scrutiny of Secondary Data



### **Unit-5 Sampling and Sampling Designs**

- 5.1 Advantage of Sampling Over Census
- 5.2 Simple Random Sampling Frame
- 5.3 Probabilistic Aspects of Sampling
- 5.4 Stratified Random Sampling
- 5.5 Other Methods of Sampling
- 5.6 Sampling Design
- 5.7 Non-Probability Sampling Methods

### **Units-6 Attitude Measurement and Scales**

- 6.1 Attitude Attributes and Beliefs
- 6.2 Issues in Attitude Measurement
- 6.3 Scaling of Attitudes
- 6.4 Deterministic Attitude Measurement Models the Guttman Scale
- 6.5 Thurston's Equal Appearing Interval Scale
- 6.6 The Semantic Differential Scale
- 6.7 Summative Models
- 6.8 The Q-Sort Technique
- 6.9 Multidimensional Scaling
- 6.10 Selection of an Appropriate Attitude Measurement Scale
- 6.11 Limitations of Attitude Measurement Scales

## **BLOCK 3: DATA PRESENTATION AND ANALYSIS**

### **Unit-7 Data Processing**

- 7.1 Editing of Data
- 7.2 Coding of Data
- 7.3 Classification of Data
- 7.4 Statistical Series
- 7.5 Tables as Data Presentation Devices
- 7.6 Graphical Presentation of Data

### **Unit-8 Statistical Analysis and Interpretation of Data Nonparametric Tests**

- 8.1 One Sample Test
- 8.2 Two Sample Tests
- 8.3 K Sample Tests

### **Unit-9 Multivariate Analysis of Data**

- 9.1 Regression Analysis
- 9.2 Discriminant Analysis

9.3 Factor Analysis

**Unit-10 Model building and decision making**

- 10.1 Models and Modeling
- 10.2 Role of Modeling in Research in Managerial Decision Making
- 10.3 Types of Models
- 10.4 Objectives of Modeling
- 10.5 Model Validation
- 10.6 Simulation Models

**BLOCK 4: REPORT WRITING AND PRESENTATION**

**Unit-11 Substance of Reports**

- 11.1 Proposal
- 11.2 Categories of Report
- 11.3 Reviewing the Draft

**Unit-12 Formats of Reports**

- 12.1 Parts of a Report Cover and the Title Page
- 12.2 Introductory Pages
- 12.3 Text
- 12.4 Reference Section
- 12.5 Typing Instructions
- 12.6 Copy Readings
- 12.7 Proof Reading

**Unit-13 Presentation of report**

- 13.1 Communication Dimensions
- 13.2 Presentation Package
- 13.3 Audio-Visual Aids
- 13.4 Presenter's Poise

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