

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**  
**(Department of Business Administration)**

**ADVANCED RESEARCH METHODS (8535)**

**CHECKLIST**

**SEMESTER: AUTUMN, 2013**

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No. 1 and 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:

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**(Department of Business Administration)**

**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".**

**ASSIGNMENT No. 1**

**Course: Advanced Research Methods (8535)**  
**Level: MBA (2 ½ and 3 ½ Years)**

**Semester: Autumn, 2013**  
**Total Marks: 100**  
**Pass Marks: 50**

*Note: All questions carry equal marks.*

- Q. 1 Describe a situation where research will help your as a manager to make a good decision. Given the situation below, (a) discuss with reasons whether they fall into the category of applied or basic research, and (b) for Scenario 1, explain with reasons, who will conduct the research.
- Q. 2 An article in Fortune says: Video conferencing won't take the place of business travel, because it shouldn't. The two have to work together. Can you comment on why this would be so?
- Q. 3 What is the problem statement in the following situation?

**Employee Loyalty**

Companies benefit through employee loyalty. Crude downsizing in organizations during the recession crushed the loyalty of millions. The economic benefits of loyalty embrace lower recruitment and training costs, higher productivity of workers, customer satisfaction, and the boost to morals of fresh recruits. In order that these benefits are not lost, some companies while downsizing try various gimmicks. Flex leave, for instance, is one. This helps employees receive 20% of their salary, plus employer provided benefits, while they take a 6 to 12 month sabbatical, with a call option on their service. Others try alternatives like more communication, hand holding, and the like.

- Q. 4 For the following scenario described in Fortune dated October 29, 2001, develop a theoretical framework

Hiring decisions are made without much thought to several aspects pertaining to the candidate. For instance, Mr. Y, whose resume did not mention anything at all about attempting to murder his wife and spending 6 years in prison, was hired for a Medical Director position in one of the largest medical device company. A simple Goggling would have tuned up one of the 24 articles in this case, comments Fortune magazine. Thirty percent of resumes contain misstatements of facts, according to industry experts. The most common resume fudge is to expand the dates of employment. When people are fired, it does not feature in the resume. Discovering crimes committed under an alias and getting information from overseas are practically impossible.

- Q. 5 Many were concerned about the operations of the infamous BCCI, the international banking institution. If the government had desired to probe into the details, would this investigation have called for:
1. A causal or correlation study? Why?
  2. An exploratory, descriptive, or hypothesis-testing study or case analysis? Why?
  3. A field study, lab experiment, or field experiment? Why?
  4. A cross-sectional or longitudinal study? Why?

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

This assignment is based on research-oriented activity. You are required to carry out research in ANY ONE of the areas given below. Submit the research paper to your tutor within the scheduled period. Prepare a synopsis and present the same in the course 2<sup>nd</sup> workshop. The schedule of the course / assignment presentation workshop will be intimated by the Department. Prepare research paper consisting of 20 typed pages. Submit one copy to your teacher and use silent features of it during presentation in the workshop with the help of transparencies/slideshow.

The research oriented paper should cover all aspects of report writing you may use charts or any other allied material to validate research. The following headings should be incorporated in the research paper:

- Introduction to the study
- Background situation (in relation with your topic)
- Statement of the problem / rationale
- Objectives of the study

- Research question or hypothesis
- Delimitation of the study
- Literature review (conduct a mini-literature review, related to opted topic of 4-5 typed pages according to MLA or APA style)
- Research design (explain kind of research selected for project)
- Data collection (explain the tools used in the collection of the data)
- Data analysis strategies (explain the strategies used in the analysis of the data)
- Conclusion (base it on the findings of your research)
- Recommendations
- Bibliography (according to MLA or APA style, for help reach research book and thesis hand book, as used in the literature review for internal citation).

Placed below are 10 topics you are required to select one topic according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit):

**Research Area/Topics:**

1. Scientific Investigation In The Research Process
2. Technology and Business Research
3. The Broad Problem Area In The Research Process
4. Preliminary Data Gathering In The Research Process
5. Problem Definition In The Research Process
6. Developing Theoretical Framework In The Research Process
7. Hypothesis Development In The Research Process
8. Elements Of Research Design In The Research Process
9. Data Collection Methods In The Research Process
10. Importance of Literature review in the Research Process

## **ADVANCED BUSINESS RESEARCH (8535) COURSE OUTLINE**

**Unit–1 Introduction**

- 1.1 Definition of Research
- 1.2 Problem based Research
- 1.3 Systematic and Non Systematic Investigations
- 1.4 The Research Process
- 1.5 Kinds of Research
- 1.6 Rule of Fundamental, Basic and Applied Research
- 1.7 Ethics and Business Research

**Unit–2 Research Process in Business**

- 2.1 Introduction to Scientific Methods in Social Sciences
- 2.2 Methods of Business Research
- 2.3 Research Problems: Exploration, Designing and Sampling

### **Unit-3 Choosing the Research Problem**

- 3.1 Identification of Problems
- 3.2 Checking the Research Problem
- 3.3 The Steps in Empirical Research Study

### **Unit-4 Hypothesis and Hypothesis Formulation**

- 4.1 Sources of Hypothesis: General Cultural, Personal Theory, Personal Theory Analogies.
- 4.2 Forms of Hypothesis: Null Form, Prediction Form, Declarative Form, Question Form.

### **Unit-5 Survey and Research Methods**

- 5.1 Sample and Sampling Techniques: Questionnaire Preparation, Mailing the questionnaire, Interview Method, etc.
- 5.2 Designs of Research: Meaning, Purpose and Principles
- 5.3 Non Survey Data Collection: Techniques and Experiments.
- 5.4 Ethics in Data Collection

### **Unit-6 Theory of Measurement**

- 6.1 Nature of Measurement
- 6.2 Measurement Scales
- 6.3 Sources of Measurement
- 6.4 Characteristics of Good Measurement
- 6.5 Development of Measurement Tools

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

- 7.1 Introduction
- 7.2 Editing & Coding
- 7.3 Tabulation and Graphics
- 7.4 Analysis of the Data and Graphics

### **Unit-8 Research Finding and Report Writing**

- 8.1 Components of Research Report: Introduction, Methodology, Findings, Conclusions, Appendices, Bibliography
- 8.2 Basic Principles of Report Writing
- 8.3 Characteristics of a Well Written Report
- 8.4 Presentation of Statistics
- 8.5 Oral Presentation

### **Unit-9 Computer Applications**

- 9.1 Computer Orientation
- 9.2 Ms Word
- 9.3 Excel
- 9.4 SPSS (Statistical Package for Social Sciences)

**Suggested Books:**

1. Donald R. Cooper. C. William Emory (2010), *Business Research Methods* (11<sup>th</sup> Ed). National Book Foundation, Islamabad.
2. Sekaran, U., & Bougie, R. (2010). *Research Methods for Busienss: A Skill Building Approach* (5<sup>th</sup> Ed.). USA: Wiley.
3. Bailey, Kenneth, D. (1998), *Methods of Social Research*, The Free Press, London.
4. Matin A. Khan (1989) *Research Methodology for Business and Social Problem* (1<sup>st</sup> Ed). University Grants Commission.
5. Paul, D. Leedy, *Practical Research Planning & Design* Macmillan Publishing Cop. New York (Latest Edition)
6. Sekaran, U., & Bougie, R. (2010). *Research Methods for Busienss: A Skill Building Approach* (5<sup>th</sup> Ed.). USA: Wiley.
7. Kothari, C. R. (2008). *Research Methodology: Methods & Techniques*, (2<sup>nd</sup> Ed.). New Delhi, India: New Age International.
8. Bryman, A., & Cramer, D. (2009). *Quantitative Data Analysis with SPSS 14, 15, and 16*. London: Routledge Publisher.
9. Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2008). *Burisness Research Methods* (8<sup>th</sup> Ed.). USA: Cengage Publisher.

