

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

BUSINESS RESEARCH METHODS (524)

CHECKLIST

SEMESTER: SPRING, 2014

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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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: **Business Research Methods (524)**
Level: **MBA**

Semester: **Spring, 2014**
Total Marks: **100**
Pass Marks: **40**

ASSIGNMENT No. 1

- Q. 1 Define business research. Describe scientific research with suitable examples. (20)
- Q. 2 Being a researcher in service organization, how can you use business research for improvement of services? (20)
- Q. 3 What is research design? Discuss classification of research design with suitable examples. (20)
- Q. 4 Discuss in detail the probability sampling. Elaborate complex probability sampling with suitable examples. (20)
- Q. 5 Describe data search procedures in detail with suitable examples. (20)

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 40

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the topic allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following topics according to the last \digit of your roll number. For example, if your roll number is P-3427180 then you will select topic # 0 (the last digit):-

Topics

0. Importance of business research in manufacturing organization.
1. Business application of simulation.
2. Use of secondary data for business research.
3. Significance of statistical tools in business report.
4. Use of business research report.
5. Survey instruments in business research.
6. The data processing and analysis methods in business research.
7. Use of primary data for business research.
8. Descriptive research
9. The development of measurement tools in business report.

The report should follow the following format:

- 1) Title page
- 2) Acknowledgements
- 3) An abstract (one page summary of the paper)
- 4) Table of contents
- 5) Introduction to the topic (brief history & significance of topic assigned)
- 6) Practical study of the organization (with respect to the topic)
- 7) Data collection methods
- 8) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 9) Conclusion (one page brief covering important aspects of your report)
- 10) Recommendations (specific recommendations relevant to topic assigned)
- 11) References (as per APA format)
- 12) Annexes (if any)

GUIDELINES FOR ASSIGNMENT # 2:

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

WORKSHOPS

The workshop presentations provide you opportunity to express your communication skills, knowledge & understanding of concepts learned during practical study assigned in assignment # 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

- 1) Title page
- 2) An abstract (one page summary of the paper)
- 3) Introduction to the topic (brief history & significance of topic assigned)
- 4) Practical study of the organization (with respect to the topic)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 7) Conclusion (one page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to topic assigned)

GUIDELINES FOR WORKSHOP PRESENTATION:

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

WEIGHTAGE OF THEORY & PRACTICAL ASPECTS IN ASSIGNMENT # 2 & WORKSHOP PRESENTATIONS

Assignment # 2 & workshop presentations are evaluated on the basis of theory & its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%

BUSINESS RESEARCH (MBA-524)

COURSE OUTLINE

UNIT 1: INTRODUCTION

- 1.1 Research
 - a) Defining Research
 - b) Need and Importance of Research
- 1.2 Research in Business
 - a) Research and Decision Making
 - b) Classification of Research
 - c) Research Objectives
 - d) Research in functional Areas of business
 - e) The Manager Research Relationship
 - f) Why Study Research?
 - g) State of Scientific Development
- 1.3 Scientific Thinking
 - Nature of Science
 - Scientific versus unscientific methods
 - Foundation of Scientific Method
 - a) Concepts
 - b) Definitions
 - c) Hypothesis
 - d) Theory
 - The inference process
 - a) Sources of belief
 - b) Argument Analysis
 - c) Deduction
 - d) Induction
 - e) Induction - Deduction Sequence

UNIT 2: RESEARCH DESIGN

- 2.1 The Research Process
 - 2.1.1 Step of research process
 - a) Exploration
 - b) Data Collection
 - c) Analysis and Interpretation
 - 2.1.2 The Origin of a Research Need
 - 2.1.3 The General decision process
 - a) Decision Components

- b) Need for research assistance
 - 2.1.4 The value of Research Information
 - a) The problems of information valuation
 - b) Ex-post facto Evaluation
 - c) Decision theory approach
 - 2.1.5 The delineation of the research task
 - a) Problems of client relations
 - b) Research question development
- 2.2 Research Design
 - 2.2.1 What is Research Design?
 - 2.2.2 Classification of designs
 - a) Degree of problem crystallization
 - b) The topical scope
 - c) The research environment
 - d) The time dimension
 - e) The communication modes
 - f) Researcher control of variables
 - g) Nature of relationships among variables
 - 2.2.3 Exploratory Research
 - a) Methods of Exploration
 - b) Experience Survey
 - c) The End of Exploration
 - d) Descriptive Studies
 - 2.2.4 Causal Inference
 - a) Inductive logic
 - b) Linkage Relationship
 - c) Positional Relationships
 - d) Testing Casual Hypothesis.
 - e) Casual Inference and Experimental Design
 - f) Casual Inference and ex-post facto design

UNIT 3: SAMPLING DESIGN

- 3.1 The Nature of Sampling
 - 3.1.1 Why sample?
 - 3.1.2 What is good sample
 - 3.1.3 Types of sample Design
 - 3.1.4 Advantages of Sampling
 - 3.1.5 Limitation of Sampling
- 3.2 Probability Sampling
 - 3.2.1 Sampling Procedure

- 3.2.2 Steps in Sampling Design
- 3.2.3 Sampling Concepts
- 3.2.4 Sample Size Decision
- 3.2.5 Sampling of Attributes
- 3.3 Complex Probability Sampling
 - 3.3.1 Systematic Sampling
 - 3.3.2 Stratified Sampling
 - 3.3.3 Cluster Sampling
 - 3.3.4 E use of Non-Probability Sampling
 - 3.4.1 Conditions of use
 - 3.4.2 Sampling Method

UNIT 4: MEASUREMENT AND SCALING

- 4.1 Measurement
 - 4.1.1 The Nature of Measurement
 - a) What is measurement?
 - b) Measurement defined
 - 4.1.2 Measurement Scales
 - a) Nominal Scales
 - b) Ordinal Scales
 - c) Interval Scales
 - d) Ratio Scales
 - 4.1.3 The characteristics of Sound Measurement
 - a) Validity
 - b) Reliability
 - c) Practicability
 - 4.1.4 The Development of Measurement Tools
- 4.2 Scaling
 - 4.2.1 The Nature of Scaling
 - a) Scaling defined
 - b) Scale classification
 - 4.2.2 Response Methods
 - a) Rating Scales
 - b) Attitude Scales
 - 4.2.3 Scale Construction Techniques
 - a) Arbitrary Scales
 - b) Consensus Scaling
 - c) Item analysis
 - d) Cumulative Scales

- e) Factor Scales

UNIT 5: USE OF SECONDARY DATA

- 5.1 The Nature of Secondary Data Sources
- 5.2 The use of Secondary data
- 5.3 Types of Secondary data Sources
- 5.4 Statistical Sources
- 5.5 Data Search procedures
 - 5.5.1 Use of library
 - a) Card Catalogue
 - b) Index and bibliographies
 - Periodical Indexes
 - Bibliographies
 - National & Trade Bibliographies
 - Subject bibliographies
 - Library Catalogues
 - c) Reference books
 - Dictionaries and Encyclopaedia
 - Directories
 - Bibliographical dictionaries
 - 5.5.2 Evaluating Secondary Data
 - a) Data pertinence
 - b) Data quality

UNIT 6: DATA COLLECTION-I

SURVEY INSTRUMENTS AND FIELD PROCEDURES

- 6.1 Survey Instrument Design
 - 6.1.1 The Survey Situation
 - a) The Need to Survey
 - b) Communication Holds
 - i) Personal mode
 - ii) Impersonal mode
 - iii) Mixed mode
 - c) Process Structure
 - i) Questioning Structure
 - ii) Response Structure
 - d) Objective Disguise
 - 6.1.2 The Instrument Development Process
 - a) Question hierarchy
 - b) Schedule design process
 - Information need determination

- Data gathering process decisions
- Instrument drafting
- Instrument Testing
- Specification of procedures
- 6.1.3 Question Construction
 - a) Question context
 - b) Question wording
 - c) Response structure
 - i) Two way questions
 - ii) Multiple choice questions
 - d) Question sequence
- 6.1.4 Reason analysis
- 6.2 Field Procedures
 - 6.2.1 Personal Interviewing
 - a) The value of Personal Interviewing
 - b) Requirement for interview success
 - c) Interviewing Technique
 - Increasing Respondents Receptiveness
 - The Introduction
 - d) Personal interview problems
 - Non-response error
 - Response error
 - e) Interviewer selection and training
 - 6.2.2 Telephone Interviewing
 - 6.2.3 Interviewing by mail
 - a) Evaluation of mail surveys
 - i) Advantages and Disadvantages
 - b) Mail Survey procedures
 - c) Improving the returns from a mail survey
- 6.3 Observation
 - 6.3.1 Strength
 - 6.3.2 Weaknesses

UNIT 7: DATA COLLECTION-II

OBSERVATION, EXPERIMENTATION AND SIMMULATION

- 7.1 Experimentation and Simulation
 - 7.1.1 The Nature of experimentation
 - a) Validity and Experimentation
 - 1) Internal Validity
 - 2) External Validity

- 7.1.2 Experimental Research design
 - 1) Pre-experimental designs
 - 2) True experimental designs
 - 3) Quasi-Experiments
- 7.1.3 Simulation
 - a) What is simulation?
 - b) Business application of simulation
- 7.2 Observation
 - 7.2.1 The use of observation
 - a) Non-behaviour observation
 - b) Behaviour observation
 - 7.2.2 The Observer Subject Relationship
 - a) Directness of observation
 - b) Observer concealment
 - 7.2.3 Observation Design
 - a) The Content of Observation
 - b) Rewarding Observation
 - c) Increasing the reliability of observation
 - d) The relation of observe and observed

UNIT 8: DATA ANALYSIS

- 8.1 Elements of Analysis
 - 8.1.1 Data Preparation
 - a) Editing
 - b) Coding
 - 8.1.2 Special data problem
 - a) Don't know responses
 - b) The use of percentages
 - 8.1.3 Tabulation
 - a) Hand tabulation
 - b) Computer tabulation
 - 8.1.4 Data presentation
 - Data reduction
 - 8.1.5 Data Analysis
 - a) Descriptive analysis
 - b) Casual analysis
 - c) Computerized analysis
 - d) Cross tabulation
 - e) Asymmetrical relationships

UNIT 9: REPORT WRITING

- 9.1 The Research Proposal
- 9.2 The Research Report
 - 9.2.1 Reports Types
 - 9.2.2 Short Reports
 - 9.2.3 Long Reports
 - 9.2.4 Technical Reports
 - 9.2.5 Popular Reports
 - 9.2.6 Other Reports
- 9.3 Research Report Format
 - 9.3.1 Logical
 - 9.3.2 Psychological
 - 9.3.3 Chronological
 - 9.3.4 Report Format Details
 - 9.3.5 Popular Report Format
 - 9.3.6 Other Format
- 9.4 Writing the Report
 - 9.4.1 Pre-writing Consideration
 - 9.4.2 Briefing

Recommended Books:

1. Business Research Methods (Revised Edition) by Emory.
2. Research Methodology for Business & Social Problems by Dr. Matin A. Khan.
3. Methods in Social Research by Goode & Hatt.

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