



Code	Subject Title	Cr. Hrs	Semester
COMM-305	Research Methods in Business	3	V
Year	Discipline		
3	Commerce		

- 1. Introduction to research**
  - a. What is research and business research
  - b. Types of business research
  - c. Research and manager
  - d. Internal and external researchers
- 2. Scientific investigation**
  - a. The Hallmarks of Scientific Research
  - b. The hypothetic-deductive method
  - c. Problems in conducting scientific research in management
- 3. The Research Process: Broad Problem area and problem definition**
  - a. Defining broad problem area
  - b. Preliminary information gathering and literature review
  - c. Defining problem statement, and what is good problem statement
  - d. Managerial implications
- 4. The Research Process: Theoretical Framework and Hypothesis Development**
  - a. The need for theoretical framework
  - b. Components of theoretical framework
  - c. Variables and its types
  - d. Defining hypothesis, formats, null and alternate hypothesis
  - e. Managerial implications
- 5. The Research Process: Research Design**
  - a. The research design
  - b. Purpose of study (exploratory, descriptive, hypothesis testing, case analysis)
  - c. Type of investigation
  - d. Extent of research interference
  - e. Study setting
  - f. Unit of analysis
  - g. Time horizons
- 6. Sampling**
  - a. Population and its divisions
  - b. Reasons of sampling
  - c. Representative of sampling
  - d. Normality of distribution
  - e. Sampling process
  - f. Type of sampling
  - g. Precision and confidence in sampling
- 7. Data collection methods**
  - a. Sources of data
  - b. Data collection methods
  - c. Issues in data collection and managerial implications
- 8. Measurement of Variables: Operational Definition**
  - a. How variables are measured



- b. Operationalization of variables

**9. Measurement: Scaling, Reliability and Validity**

- a. Types of scales  
b. Rating and Ranking scales  
c. Goodness of measure

**10. Data Analysis (SPSS, SAS)**

- a. Coding and data entry, editing data and data transformation  
b. Frequencies, measures of central tendency and dispersion  
c. Relationship between variables  
d. Testing goodness of data (Reliability and validity)

**11. Preparing Research Proposal and Research Report (Dissertation)**

- a. Research Proposal  
b. Contents of Research Proposal  
c. Preparing Research Proposal  
d. Research Report/Dissertation contents  
e. Writing Research Report

**Recommended book/s**

- Uma Sekaran & Roger Bougie, *Research Methods for Business*, 2010 5<sup>th</sup> edition, John Wiley and Sons.
- Nemmer, E.E. & Meyers, J.H. *Business Research*. Latest Edition. McGraw-Hill

**Reference Books**

1. Prof. Dr. Matin, *Research Methods in Business*, Karachi
2. Ranjit Kumar, *Research Methodology*, Pearson Education
3. Bailey, D.K. *Methods of Social Research*, Latest Edition, The Free Press, Macmillan Publishing Co.
4. Emory, *Business Research Methods*
5. Cooper, W. *Research Methods*, Prentice Hall
6. Zikmund, S. *Business Research Methods*