**BM4406 (Research Methodology)**

**Welcome, Lesson Plan and Coursework**

**A Welcome Note**

Welcome to the study of the module BM4406 (Research Methodology).

This module is really interesting because it provides you with guidelines and advice to carry out a research in an area of interest to you or to find an answer to solve a problem confronting you.

The module involves many areas of study and knowledge from the initial identification of a research problem to the final research report. This implies that the understanding of the sequence of activities is central to inquiry. It introduces two aspects of research study: the quantitative and qualitative approaches. It also addresses the concepts of theoretical framework, research designs and other procedures used in the conduct of a research.

The textbooks recommended for the module are available in the University library.

The study of this module will benefit you when you are doing your project paper at a later stage of your MBA programme or conducting a research for other purpose some time later.

Wishing you all the best.

1/1/2024

**Lesson Plan**

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| Week | Topics | Reference:  Chapter | Tutorial |
| 1 | Welcome and Introduction  Developing a Research Topic | W: 1 & 2  S: 2 | Tutorial |
| 2 | Conducting a Literature Review | W: 3 & S:3  U:4 | Tutorial |
| 3 | Research Approach and Strategy; Research Design | S:4; W:5; U:6 | Tutorial  Submission of Individual Assignment 1 & Presentation |
| 4 | Theoretical Framework & Hypothesis Development | U:5 | Tutorial |
| 5 | Negotiating Access & Ethics | S:5; W:4 | Tutorial |
| 6 | Sampling | W:8; S:6 | Tutorial  Submission of Individual Assignment 2 & Presentation |
| 7 | Using Secondary Data | W:7; S.7 | Tutorial |
| 8 | Collecting Primary Data - Observation | W:6; S:8 | Tutorial |
| 9 | Collecting Primary Data - Interview | S:9 | Tutorial |
| 10 | Collecting Primary Data - Questionnaire | S:10 | Tutorial |
| 11 | Analysing Quantitative Data | W:9; S:11 | Tutorial |
| 12 | Analysing Qualitative Data | W:10; S:12 | Tutorial  Submission of Group Assignment & Presentation |
| 13 | Writing up and presenting Project Report | W: 11; S:13 | No Tutorial |
| 14 | Overview Qualitative Research | Notes |  |

W – Wilson S – Saunder U – Uma

**Textbooks**:

1. Jonathan Wilson (2022), *Essentials of Business Research, A Guide to Doing your*

*Research project*, 6th Edition, Pearson, New Jersey.

2. Uma Sekaran & Roger Bougie (2020*), Research Methods for Business*, 7th Edition, UK:

WILEY.

3. Mark Saunders, Philip Lewis & Adrian Thornhill (2020), *Research Methods for Business*

*Students*, 6th Edition: Prentice Hal, London.

4. Pamelo S. Schindler (2019). *Business Research Methods*, 13th Edition, McGraw Hill, New

York.

**References**

1. John W. Creswell (2020), *Educational Research, Planning, Conducting and Evaluating*

*Quantitative and Qualitative Research*, 6rd Edition, Pearson, Singapore.

(For Research Designs: Chapters 11-18)

2. L.R. Gay, G.E. Mills & P. Airasian (2020). *Educational Research, Competencies for*

*Analysis and Applications*, 12th edition, Pearson, New Jersey.

**Assessments: Semester: 2024**

1. Coursework **70%**

Components:

**a)** Individual preparation and *presentation* of **a research topic of your interest** in **1000**

**words.** Marks: **20%**

**Writing the Research Topic**

Instructions:

1. Create a research topic of your interest in about 25 words. (3)
2. Discuss the proposed research topic in relation to the variables, the participants and where they are accessible. (3)
3. Explain the research philosophy from your proposed research topic. (3)
4. Indicate and explain the purpose of your proposed research topic. (3)
5. Identify the research strategy you would adopt to collect the data. (3)
6. Briefly explain about the research strategy you would adopt, not only to collect the required data but the approach to analyse the collected data to prove the theory in quantitative research or to develop the theory in a qualitative research. (5)

**Submission: 3rd week**

b) Write about the meaning, purpose and importance of the following 4 concepts:

1. Theoretical framework (the research model)

2. The Null and Alternative Hypotheses

3. Literature review

4. Sampling & Sample

**(5 marks x 4 =20**)

**Submission: 6th week**

**c)** Group assignment:

**Write a critical research report of an area or subject of interest in 1500 words.**

Each group is to present the research report:

1. Compare and contrast in three ways between literature

review and research methodology

2. Discuss in three ways a literature review can assist the

development of research topic and research methods.

3. Distinguish in three ways the inductive research approach

from deductive research approach.

**(10 x 3 = 30)**

Submission: **12th week**

2. Final Examination: **30%**