



Curriculum - 2023
BBA Hons (Entrepreneurship) Degree Program
Faculty of Management and Finance
University of Ruhuna

BTE 32333: Research Methodology

Level: 3000

Number of Credits : 03

Course Description

Research methodology is the science of studying how research is done scientifically. This course will provide an understanding of the overall research process including the research paradigms, and research approaches, research ethics, comprehensive literature review, and how to design a research based on the well-developed research proposal.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Describe research process, research design, and methodology.
- Identify a research gap and research problem.
- Formulate research questions and objectives.
- Apply a variety of techniques in data collection and analysis.
- Develop a research proposal.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars, Assignments

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

1. Introduction to research
2. Research philosophies
3. Research paradigms
4. Qualitative research approach
5. Quantitative research approach
6. Mixed method
7. Literature review and reference management
8. Defining and refining the research problem, theoretical framework, and hypotheses/
proposition development
9. Research design
10. Population and sampling design
11. Measurement and scaling techniques
12. Data collection

13. Data analysis
14. Research ethics
15. Research proposal writing

Recommended Readings

1. Sekaran, U., & Bougie, R. *Research Methods for Business: A Skill Based Approach*, John Wiley & Sons Ltd, U/ The latest edition.
2. Kothari, C. R. *Research Methodology: Methods and Techniques*, New Age International Publishers, New Delhi, India/ The latest edition.