



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		MGT 32213			
Course Name		Business Research Methods			
Semester		3000 Level Semester II			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		30 Hours	30 Hours	90 Hours	
Course Description					
Business Research Methods is designed to provide students with the skills and knowledge necessary to conduct research in a business setting. The course covers development and implementation of research plans, data collection and analysis, and communicating research findings in a clear and concise manner. The course also emphasizes the importance of conducting ethical research.					
Intended Learning Outcomes				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Explain the philosophical underpinnings of research methodology in the field of business.				1	
2. Demonstrate a nuanced understanding of research ethics, including the responsible conduct of research, ethical considerations, and the ethical review process.				8,14,19,20	
3. Identify well-defined research problems with clear objectives, hypotheses, and research questions.				2,3,4	
4. Evaluate research design options, demonstrating a critical awareness of their strengths and limitations in different research contexts.				5,8,14	
5. Evaluate the most suitable research design that effectively addresses the research question(s), considering the theoretical framework and practical constraints.				18,19,20	
6. Conduct statistical analysis using statistical software.				10,19,20,23,24	
7. Develop a methodologically sound research proposal.				4,11,18	
Course Content				Hours	ILOs
1. Overview of business research				3	1
2. Research paradigms, types, and approaches for research				3	1
3. Research process				3	1,4
4. Research problem formulation				6	3
5. Research design				6	4

6. Measurement and scaling	6	5
7. Sampling	3	5
8. Data collection	3	5
9. Data analysis, interpretation and drawing conclusions	6	6
10. Communicating research results	3	6,7
11. Research ethics	3	2
<b>Teaching Methods</b>		
Lectures, Group Discussions, Workshops and Seminars		
<b>Assessment Methods</b>		
In course Assessments 30 %	Final Examination 70 %	Total 100%
<b>Recommended Readings</b>		
1. Zikmund, W., Babin, B., Carr, J., & Griffin, M. <i>Business research methods</i> . Cengage Learning. The latest edition 2. Bryman, A., & Bell, E. <i>Business Research Methods</i> . Oxford University Press. The latest edition 3. Sekaran, U., & Bougie, R. <i>Research methods for business: a skill building approach</i> . John Wiley. The latest edition		