



Faculty of Management and Finance
Bachelor of Business Administration Honours in Human Resource Management
Degree Programme
Course Unit Information Sheet

Course Code		HRM 32543			
Course Name		Research Methodology			
Semester		3000 Level - Semester II			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 Hours		105 Hours	
Course Description					
This course is designed to provide students with a basic understanding of the research process and to prepare students for conducting their own research projects in the HRM discipline. It focuses on equipping students with the basic knowledge and skills needed to conduct quantitative and qualitative research.					
Intended Learning Outcomes				PLO Alignment	
At the end of the course unit, the student shall be able to,					
1. Demonstrate knowledge of research processes.				1, 2	
2. Produce a comprehensive literature review.				1, 2, 16, 18	
3. Formulate a research problem, and research question(s).				18, 19, 20,	
4. Discuss alternative research designs and select an appropriate design to address research question(s).				1, 15	
5. Develop a research proposal.				19, 20	
Course Content				Hours	ILOs
1. Introduction to Research				3	1
2. Research Paradigms, Types, and Approaches to Research				6	1
3. Research Process				3	1
4. Literature Review				5	2
5. Problem Identification, Formulating Research Questions				6	3
6. Research Design				3	4
7. Qualitative and Quantitative Research				4	1, 4
8. Measurement and Scaling				3	4
9. Sampling Techniques				3	4, 5
10. Data Collection				3	4, 5
11. Data Analysis, Interpretation, and Drawing Conclusions				3	4
12. Research Ethics				3	5
Teaching Methods					
Lectures, Tutorials, Seminars, Workshops, and Group discussions.					
Assessment Methods					
In-course Assessments 30 %		Final Examination	70 %	Total: 100%	

Recommended Reading
1. Creswell, J. W. Research design: Qualitative, quantitative, and mixed methods approach. Thousand Oaks, CA: Sage. The latest edition.
2. Sekaran, U., & Bougie, R. Research methods for business: A skill building approach. John Wiley & sons. The latest edition.
3. Zikmund, W., Babin, B., Carr, J., & Griffin, M. Business research methods: Southwestern, Cengage Learning. The latest edition.