



Curriculum - 2017

BBA Hons (Human Resource Management) Degree Program

Faculty of Management and Finance

University of Ruhuna

HRM 32433: Research Methodology

Level: 3000

Number of Credits : 03

Course Description

Research methodology is the science of studying how research is done scientifically. It encompasses key paradigms, approaches, and methods by which the researchers explain and predict phenomena.

Intended Learning Outcomes

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

- Explain philosophical foundations of research,
- Formulate a research problem,
- Discuss alternative research designs and select appropriate design to address research question(s),
- Recognize ethical issues associated with research,
- Develop a research proposal.

Teaching/Learning Methods

Lectures, group discussions, workshops and seminars

Methods of Assessment

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

Course Contents

1. Overview of research methodology
2. Research paradigms, types and approaches for research
3. Research process
4. Research problem formulation
5. Research design
6. Measurement and scaling
7. Sampling
8. Data collection
9. Data analysis, interpretation and drawing conclusions
10. Communicating research results
11. Research ethics

Recommended Readings

1. Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2013). Business research methods (9th ed.): South Western, Cengage Learning.
2. Bryman, A., & Bell, E. (2015). Business Research Methods (4th Ed.) Oxford University Press.
3. Sekaran, U., & Bougie, R. (2013). Research methods for business: a skill building approach (6 ed.): John Wiley.