


AMOU UNIVERSITY
“A Vehicle for Peace and Development”
AMOU UNIVERSITY



FACULTY OF BUSINESS AND PUBLIC ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

ACADEMIC YEAR 2015/ 2016

COURSE DESCRIPTION

ADM 3206	RESEARCH METHODOLOGY
Contact Hours	48
Pre-requisite	N/A
Purpose/Aim	The course introduces the students to the Applications scientific Social research methodology, concepts, issues and procedures in research design, research proposal, basic concepts, processes and strategies in data collection to solving international business problem. Research in areas of business has grown, and continues to grow very rapidly. The ability not only to structure one’s own investigations, but also to evaluate and critique the work of others, is of great importance. The course will therefore also provide a forum in which candidates can actively develop their critical skills
Course Objective	The course is intended to impart skills in students to: <ul style="list-style-type: none"> ▪ Develop critical analysis of the social construct of knowledge; ▪ Understand the variety of methodologies and methods that can contribute to the decolonization agenda of Indigenous peoples and respect Indigenous ways of knowing and being; ▪ Develop skill in designing and implementing research; and ▪ Understand the ethical context of research and Indigenous peoples.
Indicative Learning Outcomes	At the end of the course, students will be able to: <ul style="list-style-type: none"> ▪ Point out differences between research and other ways of getting knowledge; ▪ Present the different types of research methods and their applications; ▪ Point out the importance of samples; illustrate sampling procedures; ▪ Use the SPSS and other programs to analyze research data; ▪ Interpret the results of statistical analyses; ▪ Prepare charts and tables; and ▪ Review and illustrate the major sections of the research report;
Intellectual, Practical and Transferable Skills	Problem solving, analytical skills, team work and communications skills, practical
Course Content	The course includes theoretical and practical topics:



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	<p>Theoretical topics related to</p> <ol style="list-style-type: none"> a) types of research methods b) planning and carrying out research and c) writing the research report. <p>Practical topics related to the</p> <ol style="list-style-type: none"> a. organization and analysis of research data and b. the internet as a research tool. In addition, the course covers the nature of scientific and social research methodology, concepts, issues and procedures in research design, research proposal, processes and strategies in data collection: Tools and Techniques; data analysis; interpretation of data; writing skills and styles. 																	
Learning & Teaching Methodologies	<p>This course will be taught for a total of 45 hours [i.e. three (3) contact hours per week]. Teaching and learning in this course will be through among others, team-teaching; problem-based approaches; student-centered learning; lectures; in class exercises; own readings; take-home assignments and group exercises.</p>																	
Instructional Materials/Equipment	<p>Use of case studies, keynote lectures and student-led seminar presentations</p>																	
Course Assessment	<p>The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.</p> <p>Each course in the program shall be assessed on the basis course work and final examination represented as</p> <table border="1" data-bbox="423 1087 1487 1318"> <thead> <tr> <th>Type</th> <th>Weighting (%)</th> </tr> </thead> <tbody> <tr> <td>Final Examination</td> <td>60</td> </tr> <tr> <td>Mid Term Examination</td> <td>20</td> </tr> <tr> <td>Assignment</td> <td>10</td> </tr> <tr> <td>Attendance</td> <td>10</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </tbody> </table> <p>The minimum mark required to pass is 50, this includes course work and final examination. Each course in the program is allowed a maximum of three hours for final examination.</p>			Type	Weighting (%)	Final Examination	60	Mid Term Examination	20	Assignment	10	Attendance	10	Total	100			
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	“The Research Proposal in Thirteen Parts”	Reitsma-Street, M. (2005)	
Additional Reading	“Interviews.” In Esterberg, K., <i>Qualitative methods in social research</i> . 83-114.	Esterberg, K. (2002).	Boston: McGraw Hill,
Other Support Material	A variety of multimedia systems and electronic information resources as prescribed by the lecturer. Various manuals, URL search and journals.		