

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**  
**(Department of Business Administration)**

**ADVANCED RESEARCH METHODS (8535)**

**CHECKLIST**

**SEMESTER: SPRING 2014**

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No. 1 and 2
4. Assignment Forms (2 sets)

In this packet, if you find anything missing out of the above-mentioned material, please contact at the address given below:

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Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**  
**(Department of Business Administration)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**ASSIGNMENT No. 1**

**Course: Advanced Research Methods (8535)**  
**Level: MBA (3½ Years)**

**Semester: Spring 2014**  
**Total Marks: 100**  
**Pass Marks: 50**

- Q. 1 Write philosophical approaches regarding business research, describe philosophical scientific research with suitable examples. **(20)**
- Q. 2 Being a researcher in manufacturing organization, how can you use business research for improvement of services? **(20)**
- Q. 3 Explain the epistemology drawn in research design? Discuss classification of research design with suitable examples. **(20)**
- Q. 4 Discuss the limitation and delimitation of using probability sampling involved in research. Elaborate complex probability sampling with suitable examples. **(20)**
- Q. 5 Describe data search procedures in detail with suitable examples. Download at least five (05) well reputed research articles through internet and prepare a summary identifying and analyzing; problem statement as well as theoretical framework undertaken by the researchers relating to marketing. **(20)**

**ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

This assignment is based on research-oriented activity. You are required to carry out research in ANY ONE of the areas given below. Submit the research paper to your tutor within the scheduled period. Prepare a synopsis and present the same in the course 2<sup>nd</sup> workshop. The schedule of the course / assignment presentation workshop will be intimated by the Department. Prepare research paper consisting of 20 typed pages.

Submit one copy to your teacher and use silent features of it during presentation in the workshop with the help of transparencies/slideshow.

The research oriented paper should cover all aspects of report writing you may use charts or any other allied material to validate research. The following headings should be incorporated in the research paper:

- Introduction to the study
- Background situation (in relation with your topic)
- Statement of the problem / rationale
- Objectives of the study
- Research question or hypothesis
- Delimitation of the study
- Literature review (conduct a mini-literature review, related to opted topic of 4-5 typed pages according to MLA or APA style)
- Research design (explain kind of research selected for project)
- Data collection (explain the tools used in the collection of the data)
- Data analysis strategies (explain the strategies used in the analysis of the data)
- Conclusion (base it on the findings of your research)
- Recommendations
- Bibliography (according to MLA or APA style, for help reach research book and thesis hand book, as used in the literature review for internal citation).

Placed below are 10 topics you are required to select one topic according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit):

**Research Area/Topics:**

1. Usage and Importance of Ethics in Data Collection
2. Practice and Implication of Research in Social Sciences
3. Importance for Systematic and Non-systematic Investigations
4. Fundamental Rule for Basic and Applied Research
5. Usage and Importance of Sources in Social Sciences Research
6. Fundamentals and Characteristics of Scale measurement
7. Usage and Importance of Computer in Business Research
8. Fundamentals of Reference/Bibliography in Research
9. Significance of Interviews in Research
10. Implication of Surveys in Applied Research.

# **ADVANCED BUSINESS RESEARCH (8535)**

## **COURSE OUTLINE**

### **Unit –1: Introduction**

- 1.1 Definition of Research
- 1.2 Problem based Research
- 1.3 Systematic and Non Systematic Investigations
- 1.4 The Research Process
- 1.5 Kinds of Research
- 1.6 Rule of Fundamental, Basic and Applied Research
- 1.7 Ethics and Business Research

### **Unit–2: Research Process in Business**

- 2.1 Introduction to Scientific Methods in Social Sciences
- 2.2 Methods of Business Research
- 2.3 Research Problems: Exploration, Designing and Sampling

### **Unit–3: Choosing the Research Problem**

- 3.1 Identification of Problems
- 3.2 Checking the Research Problem
- 3.3 The Steps in Empirical Research Study

### **Unit –4: Hypothesis and Hypothesis Formulation**

- 4.1 Sources of Hypothesis: General Cultural, Personal Theory, Personal Theory Analogies.
- 4.2 Forms of Hypothesis: Null Form, Prediction Form, Declarative Form, Question Form.

### **Unit –5: Survey and Research Methods**

- 5.1 Sample and Sampling Techniques: Questionnaire Preparation, Mailing the questionnaire, Interview Method, etc.
- 5.2 Designs of Research: Meaning, Purpose and Principles
- 5.3 Non Survey Data Collection: Techniques and Experiments.
- 5.4 Ethics in Data Collection

### **Unit–6: Theory of Measurement**

- 6.1 Nature of Measurement
- 6.2 Measurement Scales
- 6.3 Sources of Measurement
- 6.4 Characteristics of Good Measurement
- 6.5 Development of Measurement Tools

### **Unit –7: Data Processing**

- 7.1 Introduction
- 7.2 Editing & Coding
- 7.3 Tabulation and Graphics
- 7.4 Analysis of the Data and Graphics

**Unit –8: Research Finding and Report Writing**

- 8.1 Components of Research Report: Introduction, Methodology, Findings, Conclusions, Appendices, Bibliography
- 8.2 Basic Principles of Report Writing
- 8.3 Characteristics of a Well Written Report
- 8.4 Presentation of Statistics
- 8.5 Oral Presentation

**Unit –9: Computer Applications**

- 9.1 Computer Orientation
- 9.2 Ms Word
- 9.3 Excel
- 9.4 SPSS (Statistical Package for Social Sciences)

**Suggested Books**

1. Donald R. Cooper. C. William Emory (2010), *Business Research Methods (11<sup>th</sup> Ed)*. National Book Foundation, Islamabad.
2. Sekaran, U., & Bougie, R. (2010). *Research Methods for Busienss: A Skill Building Approach (5<sup>th</sup> Ed.)*. USA: Wiley.
3. Bailey, Kenneth, D. (1998), *Methods of Social Research*, The Free Press, London.
4. Matin A. Khan (1989) *Research Methodology for Business and Social Problem (1<sup>st</sup> Ed)*. University Grants Commission.
5. Paul, D. Leedy, *Practical Research Planning & Design* Macmillan Publishing Cop. New York (Latest Edition)
6. Sekaran, U., & Bougie, R. (2010). *Research Methods for Busienss: A Skill Building Approach (5<sup>th</sup> ed.)*. USA: Wiley.
7. Kothari, C. R. (2008). *Research Methodology: Methods & Techniques, (2<sup>nd</sup> ed.)*. New Delhi, India: New Age International.
8. Bryman, A., & Cramer, D. (2009). *Quantitative Data Analysis with SPSS 14, 15, and 16*. London: Routledge Publisher.
9. Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2008). *Burisness Research Methods (8<sup>th</sup> ed.)*. USA: Cengage Publisher.

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