UGBS 602 Research Methods

Course Syllabus, Teaching Plan and Reading List
Weekend MBA
2012/13 Academic Year - Semester Two

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1. Aim & Content
The general objective of this course is to introduce students to methods of research. The specific objectives are:
(i) to ensure that students acquire practical research skills for business and academic research;
(ii) to help students understand principles of research; and
(iii) to enable students to link the research process with theories of their specialist areas.

The proposed research course has two separate but closely related components – qualitative research and quantitative research. By becoming familiar with the research process in practice, students should be competent in developing research proposals, designing research projects, collecting and analyzing research data and results in their specialist areas.

The topics to be covered include the Meaning of Research, Research Process and Design, Components of Research Proposal, Literature Review, Research Strategies (Survey, Case Study, Action Research and Ethnography), Sampling Analysis, Questionnaire Design, Data Collection, Research Ethics, Qualitative and Quantitative Data Analysis and Report Writing. The student will engage in a mini-research project to obtain a first-hand experience in applying the methods taught in the course.

Participants:
This course is essential for anyone involved in business and social science studies. On completion, the students would have acquired practical research skills to review literature, identify research gaps, conceptualize research designs, and conduct data collection and analysis to address research gaps.

2. Course Sessions
The course consists of 12 weekly sessions of each three hours (3 hours on Wednesday). It will be structured to include four related parts:

- Week 1: Introduction and research interests discussion
- Week 2 - 7: Qualitative Research
- Week 8 -13: Quantitative Research

3. Measurement of Learning Outcomes
Learning outcomes will be measured through:
- Assessment of group assignments and presentations
- Individual assignments and class tests
- Final examination
4. **Assessment**

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<thead>
<tr>
<th>Individual term papers / Group assignments</th>
<th>30%</th>
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<tr>
<td>Final Examination</td>
<td>70%</td>
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<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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**Outline**

**Individual Assignments**
- Quizzes on topics taught in class - 15 marks

**Group Assignments**
- 15 marks

**Examination**
- 70 marks

5. **Recommended Text**


Supplementary readings will be provided by the lecturers

6. **Methodology**

The course will be a combination of lecture sessions, class discussions, and group assignments/presentations. Lectures will follow the course outline (given below) and text presentation of the relevant chapters of the recommended text. The instructor may utilize additional information to supplement the text.

Students are expected to read topics in textbooks ahead of class and will use lecture sessions to clarify difficult materials. Any changes to the schedule and assignments will be given in class. If for some reason a student must miss a class, it is his/her responsibility to find out what was discussed on that day. For example, the absence from class on a particular day will not be an excuse for a late submission of an assignment.

**Class Power Points Slides:**
To obtain a copy of the class power point slides, consult your instructor and also the class website (which will be announced in class).

7. **Exams**

Materials included in the exams will be taken from the text, class lecture and discussions. Exams will be administered on dates scheduled by the Academic Registrar.

8. **POLICIES**

Term papers, group work, individual assignments are expected to be completed and submitted at the times scheduled. Delays will be permitted for the following reasons only:

1. Death of an immediate family member.
2. Personal illness requiring attention of a physician and supported by medical certificate
3. Illness of an immediate family member requiring your personal attention.
4. Unplanned holidays/ interruption by other College activities.
5. Travel out-of-town required by your employer (with proof).
6. An emergency situation (to be at the discretion of Instructor).
Term papers/homework handed in late will not be accepted

**Attendance:** Regular class attendance is expected.

**Policy Revision:** The instructor reserves the right to make changes to the syllabus or to the above stated procedures if deemed appropriate. Students will be advised of such changes as soon as practicable.
Select a research topic and using the following outline complete a research proposal.

1. **Cover Page**
   a. Each research report should be presented with a cover page which should state out the title of the research and also outline the name, index number and email address of student.

2. **Contents**
   a. Table of Contents
   b. List of Figures (where necessary)
   c. List of Tables (where necessary)
   d. Abbreviations (where necessary)
   e. Definition of Terms (where necessary)

3. **Introduction**
   a. **Research Background** [300 words]
      - Usually provides an introduction to the research issue. It may examine current discourse, trends or views concerning social phenomena in order to pose a research question. The research question will not be explicitly stated but implied in an argument.
      - Provide a minimum of 5 references
      - Include some background statistics or an industry report or media report concerning the issue
   b. **Research Problem** [400 words]
      - A situation in need of a solution, improvement, or alteration; or a discrepancy between the way things are and the way they ought to be.
      - Provide a minimum of 8 references. At least 3 references should be on authors who support the need for your research or who have gaps in their research which you want to fill.
   c. **Research Purpose** [less than 100 words]
      - A purpose is a concise, clear statement of the specific goal or aim of the study.

4. **Research Objectives**
   - Provide a maximum of 3 objectives

5. **Research Questions**
   - Provide a maximum of 3 questions

6. **Literature Review** [300 words]
   - Use this section to introduce the relevant literature you need to read or review for your research. Also explain the key concepts in the research and possible factors or issues to be explored. If a research framework has been identified you can mention it.

7. **Proposed Research Methodology** [400 words]
   - Identify the type of study to be carried out. What research strategy will be used to conduct the study and why were those strategies were selected? Where data will be collected and what methods will be used?

8. **Significance of the Research** [250 words]
   - Discuss the potential benefits or potential implications of this research study on Future Research, Practice and Policy

9. **Research Limitations** [200 words]
   - Points out the limitations in the research issues which may influence the research. Definitional concepts - what is included and what is not. Scope and Constraints - which respondents will not be involved and, perhaps. Variables - Which data will not be collected/studied?

10. **Project Schedule** [200 words]
    - Outline the schedule for your long essay or research activities. Be realistic and also add a timetable. You can use your chapter outline as a guide for the activities.

11. **Chapter Outline** [300 words]
    - Present an outline for the long essay detailing the objective of each chapter. Gives an indication on the number of chapters in the dissertation

12. **References**
    - Provide the references for all the journal articles and readings you referred to in the work. Use APA style.

13. **Appendix A**
    - Present evidence of 3 papers you summarized in order to help you write the research papers. You must use the article summary structure provided in the sessions on literature review.
## Session Outline

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<th>Week</th>
<th>Session Topics</th>
<th>Guide to Content</th>
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<td>Week 1</td>
<td>Why do Research?</td>
<td>Course Introduction</td>
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<td>Week 2</td>
<td>Reviewing Literature</td>
<td>Literature Review explained</td>
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<td>Week 3</td>
<td>Theory and Social Research</td>
<td>What is Theory?</td>
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<td>Week 4</td>
<td>Meanings of Methodology Ethics in Social Research</td>
<td>Philosophical Foundations</td>
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<td>Week 5</td>
<td>Strategies of Research Design Qualitative and Quantitative Measurement</td>
<td>Triangulation</td>
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<td>Week 6-7</td>
<td>Qualitative and Quantitative Sampling</td>
<td>Reasons for Sampling</td>
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<td>Survey Research</td>
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<td>Week 7</td>
<td>Qualitative Data Collection and Analysis</td>
<td>Field Research and Focus Group Research</td>
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<td>Week 9-10</td>
<td>Analysis of Quantitative Data – Part 2 Statistical Inference</td>
<td>Confidence Interval</td>
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<td>Week 10-11</td>
<td>Analysis of Quantitative Data – Part 3 Hypothesis Testing (Parametric Tests)</td>
<td>Null Hypothesis</td>
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<td>Week 11-12</td>
<td>Analysis of Quantitative Data – Part 4 Hypothesis Testing (Non-Parametric Tests)</td>
<td>One-way and Two-way Chi-Square Test</td>
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<td>Week 12-13</td>
<td>Analysis of Quantitative Data – Part 5 Regression</td>
<td>Regression Model</td>
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