UGBS 602 Research Methods

QUALITATIVE RESEARCH METHODS AND ANALYSIS

Course Syllabus, Teaching Plan and Reading List
REGULAR AND WEEKEND MBA
2013/14 Academic Year - Semester TWO

Instructors: Dr. Richard Boateng
Office: RT18, UGBS
Email: richard@pearlrichards.org | oasare@gmail.com
Class website (Dr. Boateng): www.vivaafrica.info

1. Aim & Content
The general objective of this course is to introduce students to methods of research. The specific objectives are:

- to ensure that students acquire practical research skills for business and academic research;
- to help students understand principles of research; and
- 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
Individual term papers / Group assignments 30%
Final Examination 70%
Total 100%

Outline

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

Group Assignments - 15 marks
(Three students in a group)

Examination - 70 marks

5. Recommended Text


- Students can buy book from the University of Ghana Bookshop from 8th April 2014

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
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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.

### Session Outline

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<th>Week</th>
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<td><strong>Week 8-9</strong></td>
<td>Selecting A Topic</td>
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<td><strong>Week 13</strong></td>
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Select a research topic and develop a qualitative paper covering the following sections:

A) Abstract
B) Introduction
   a. Should include the background and research gaps
C) Literature Review
D) Research Framework
E) Research Methods
F) Presentation of Findings/Case Study
G) Data Analysis
H) Conclusion
I) Future Research Directions
J) References
K) Appendices
   a. Questionnaire for Qualitative Data Collection
   b. Respondents Consent Forms Signed

Your paper should not be more than 9,000 words including references (excluding appendices) and it should single spacing, Font size 12, APA referencing and fit-for an academic journal/conference in your discipline.