

Course Name	: Research Methods & Data Management
Course Code	: APBSCH 306
Course Level	: Level 3
Credit Unit	: 4 CU
Contact Hours	: 60 Hrs

Course Description

This Course explores basic philosophy of research, its types and variables, its defines sampling design, research design, methods/tools of data collection, planning the survey as a tool of data collection, the structure of a research proposal , modes of analysis, interpretation and validation.

Course Objectives

- To provide students with descriptive and exploratory skills required in research.
- To help them develop writing skills in relation to research discoveries from different research studies undertaken.
- To provide students with a better analytical perspective on the findings acquired from the field.
- To expose students to the field experiences in attempts to collecting data.

Course Content

Introduction

- Definition of research
- Different forms of research
- Distinguish between qualitative and quantitative variables
- Differences between qualitative and quantitative research
- Concepts that relate broadly to both quantitative and qualitative research

Sample Design

- Definition of sampling
- Different types of both random and non-random sampling

Research Design

- Meaning of a research design
- Types of research design i.e descriptive designs, co relational designs, case study designs
- How to design and conduct a case study

Methods of data collection

- Observation method
- Survey
- Group interviews (Focus Group Discussions)
- Questionnaires
- Advantages and disadvantages of each stated method/tool

Planning the survey as a data collection tool

- Hypotheses
- Determine the respondents
- Questionnaire, interview or telephone survey
- Format issues
- Rules for asking good questions
- Analyzing survey data

The structure of a research proposal

- Title
- Table of contents
- An abstract
- Chapter one: Background to the problem
- Chapter two: Literature review
- Chapter three: Methodology
- Chapter four: Results/findings of the study
- Chapter five: Discussion, conclusion and recommendations
- References
- Appendices

Mode of delivery, Face to face lectures

Assessment

Coursework 40%

Exams 60%

Total Mark 100%

References

1. J. Scott Armstrong and Tad Sperry (1994). "[Business School Prestige: Research versus Teaching](#)". pp. 13-43.
2. Unattributed. "["Research" in 'Dictionary' tab](#)". *Merriam Webster (m-w.com)*. Encyclopædia Britannica. Retrieved 13 August 2011.
3. Shuttleworth, Martyn (2008). "[Definition of Research](#)". *Experiment Resources*. Experiment-Research.com. Retrieved 14 August 2011.
4. Creswell, J. W. (2008). *Educational Research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd ed.). Upper Saddle River: Pearson.
5. Trochim, W.M.K, (2006). *Research Methods Knowledge Base*.
6. Creswell, J.W. (2008). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd). Upper Saddle River, NJ: Prentice Hall. 2008 ISBN 10 0136135501 (pages 8-9)
7. Gauch, Jr., H.G. (2003). *Scientific method in practice*. Cambridge, UK: Cambridge University Press. 2003 [ISBN 0 521 81689 0](#) (page 3)

8. Rocco, T.S., Hatcher, T., & Creswell, J.W. (2011). *The handbook of scholarly writing and publishing*. San Francisco, CA: John Wiley & Sons. 2011 [ISBN 9780470393352](#)
9. Creswell, J. W. (2008). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. Upper Saddle River, NJ. Pearson Education, Inc.
10. Garraghan, Gilbert J. (1946). *A Guide to Historical Method*. New York: Fordham University Press. p. 168. [ISBN 0837171326](#).
11. Creswell, J. W. (2008). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. Upper Saddle River, NJ. Pearson Education, Inc.