

Course Title: Business Research

Lecture Plan:

Each session: 90 minutes,

Each Day: 3:00 hours

Each week: 6:00 hours

Week	Day	Session 1	Session 2
1	1	Course Briefing, Introduction to Research, Research Process, Inductive vs. Deductive Approach	Research types: Qualitative and Quantitative, Exploratory Research, Descriptive Research, Causal Research. How to set research title in each type.
1	2	Research Design: Qualitative and quantitative	Research Design: Quantitative
2	1	Literature review and finding research gap	How to set research objectives, hypothesis and operational definition of variables.
2	2	Research proposal components	Writing a research proposal: Review and analysis of some proposals
3	1	Proposal preparation and presentation by the participants and analytical review on proposals	Proposal preparation and presentation by the participants and analytical review on proposals
3	2	Data types: Cross-sectional, Time series, Panel	Data collection methods: How to design Survey, KII, FGD
4	1	Understanding Constructs, Measurement and scaling of constructs	Understanding Constructs, Measurement and scaling of constructs
4	2	Questionnaire Design: Guidelines for questionnaire design, online questionnaire preparation.	Pretesting, testing validity and reliability.
5	1	Sampling methods and sample size estimation	Sampling methods and sample size estimation
5	2	Data analysis and interpretation: Parametric and non-parametric tests, How to choose the appropriate method of analysis.	Lab: Conducting Descriptive statistical analysis and ANOVA using XL

6	1	Regression analysis: Setting the regression equation, interpretation of regression results, Cross Section, Time series and panel data	Lab: Regression Analysis using XL and STATA: Cross section data How to conduct diagnostic tests
	2	Time series regression	Lab: Time series regression analysis using STATA How to conduct diagnostic tests
7	1	Panel data regression	Lab: Panel data regression analysis using STATA How to conduct diagnostic tests
	2	Report writing Techniques	Review of Draft Report
8	1	Introduction to Factor Analysis: Explanatory and confirmatory Factor analysis, Criteria for conducting factor analysis, how to interpret estimated results, Diagnostic tests.	Final Report submission and Presentation
	2	Final Report submission and Presentation	Final Report submission and Presentation

Evaluation criteria:

Assessment on previous lecture at the end beginning of a new day

Assignment: Research Proposal

Report: Analytical Research Report

Presentation: Presentation of proposal and research report