

Module I (Consist of 8 parts)

Business Research: – Definition and significance - Features of business research – The research process – Variable - Proposition - Types of research – Exploratory and causal research –Theoretical and empirical research - Basic and applied research - Descriptive research - Phases of business research – Research Hypothesis – Characteristics – Research in an evolutionary perspective – Role of theory in research - Theory building - Induction and Deduction Theory.

Objectives:

- ✚ The general objective of this course is to introduce students to methods of research.

The specific objectives are:

- ✚ To develop understanding of the fundamental theoretical ideas and logic of research.



- ✚ To develop understanding of the issues involved in planning, designing, executing, evaluating and reporting research.
- ✚ To introduce students to many of the technical aspects of how to do empirical research using some of the main data collection and analysis techniques.

Learning Outcomes - Module1- Introduction to Research	
Part 1,2,3,4,5	<ul style="list-style-type: none">✚ Recognize the meaning and objectives of research✚ Define research in the expression of different authors✚ Generalize the Process of research✚ Differentiate between different types of research
Part 6	<ul style="list-style-type: none">✚ Formulate a research problem✚ Identify the selection of the problem✚ Report the understanding of problem✚ State about necessity of defined problem
Part 7	<ul style="list-style-type: none">✚ How to carry out a literature search✚ How to review the selected literature✚ How to develop theoretical and conceptual frameworks✚ How to write a literature review
Part 8	<ul style="list-style-type: none">✚ Understanding Theory✚ Theory Building