ACC 41123: Research Methodology

Level: 4000 **Number of Credits :** 03

Course Description

Research methodology is the science of studying how research is done scientifically. It encompasses key paradigms, approaches, and methods by which the researchers explain and predict phenomena.

Intended Learning Outcomes

At the end of this course, the student will be able to;

- Describe the philosophical background of research
- Describe the research process, approaches, methods and techniques used in research
- Distinguish research topics, problems, and questions
- Apply a variety of methods and techniques in conducting researches
- Develop a research proposal.
- Present research findings both orally and in writing

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1 Overview of research methodology
Nature, purpose and significance of research; natural and social science research; Differences among research, research methodology, research methods, and research techniques; scientific method

2 Philosophical background of research
Research paradigms: Ontology vs. epistemology, realism vs. relativism, positivism vs. interpretivism; types of research; qualitative and quantitative approaches for research

3 Research Process
Selecting research topics, and surveying literature using scientific databases; Identifying and formulating research problems;; data collection and analysis; drawing conclusions

4 Research design

5 Measurement
Parametric vs. non parametric, measurement scales, measurement errors, quality of measurements

6 Sampling
Fundamentals of sampling, random error, systematic bias, sampling error, probability sampling, non-probability sampling, sampling techniques

7 Data collection
Primary data, secondary data, data collection methods
8 Data analysis, interpretation of results and drawing conclusions
Processing vs. analysis, descriptive vs. inferential analysis, statistics and statistical procedures/techniques
9 Computer applications in data analysis
SPSS, STATA etc.
10 Academic writing
Academic writing concepts, standards, and tools, types of research reports, citations and references, standard methods of reporting results
11 Research ethics
Humanity, privacy, ethical reviews and approvals

Recommended Readings

1 Jill Collis, Roger Hussey (2014). Business Research: A Practical Guide for Undergraduate and Postgraduate Students, Palgrave Macmillan
2 Kothari, C. R. (2004). Research Methodology: Methods and Techniques, India: New Age International Publishers.