



## ENT 41223: Research Methodology

Level: 4000

Number of Credits : 03

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### 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.