

**MAKERERE UNIVERSITY BUSINESS SCHOOL  
FACULTY OF ECONOMICS, ENERGY AND MANAGEMENT SCIENCE  
DEPARTMENT OF MANAGEMENT SCIENCE  
BUSINESS RESEARCH SKILLS COURSE OUTLINE  
AC.YEAR 2023/24 SEMESTER 1**

**CREDIT UNITS: 4**

**COURSE DESCRIPTION**

Business Research Skills / methodology is a multi-dimensional discipline which cannot be ignored in any management area or business field. It is the bed rock of business excellence onto which aspects such as product development, marketing, technological dynamism, and procurement are founded. This necessitates the mastering the art and science of research. No business practitioner can survive the current wave of competition without the knowledge of research methodology (Business Research Skills). It is on this basis that this course was design. Students should be guided from the onset, to identify possible research areas that will assist them do classroom exercises, case study interpretation and real research work outside the lecture room.

**COURSE TITLE AND CODE:** MGS2108

**COURSE OBJECTIVES**

The purpose of this course unit is to ensure that a student achieves the following;

- Be in position to identify and formulate a research problem
- Be able to develop and write a research proposal
- Be able to develop a good research design and research instruments such as a questionnaire
- Be able to undertake data collection and analysis
- Be able to prepare and write research reports
- Be able to apply the research skills on the day-to-day activities at work and other contexts.
- Be able to interpret case studies and apply research methodology to deal with the emerging issues

**Learning Outcomes**

Students will be able to conduct independent research and present their findings both orally and in written form. This outcome is highly important as it prepares students to handle work place assignments and challenges that involve but not limited to reporting and report writing.

	<b>Topic</b>	<b>Sub-Topic</b>	<b>Hrs</b>	<b>Text book</b>
<b>1</b>	<b>Overview of research</b>	<ul style="list-style-type: none"> <li>• Definition and aims of doing research</li> <li>• Types/Typology of research</li> <li>• Research qualities/principles and general ethics for research</li> <li>• Pillars/Nature of scientific research</li> </ul>	2	<ul style="list-style-type: none"> <li>• Cooper R. D and P. S. Schinder, pg 82-130</li> <li>• Kothari,C R. pg 1-29</li> </ul>
<b>2</b>	<b>Planning for research</b>	<ul style="list-style-type: none"> <li>• The structure of the research proposal</li> <li>• Definition of the research process</li> <li>• Steps in conducting research (Steps in research process)</li> <li>• Identification and formulation of</li> </ul>	6	<ul style="list-style-type: none"> <li>•M. Saunders. (2012) pg 26-67</li> </ul>

		<p>research problem</p> <ul style="list-style-type: none"> <li>• Research objectives and research questions (research hypothesis)</li> <li>➤ <i>Presentation of the meaning</i></li> <li>➤ <i>Why should we develop research objectives?</i></li> <li>➤ <i>How should we state them?</i></li> </ul>		
3	<b>Literature review and referencing</b>	<ul style="list-style-type: none"> <li>• Relevance of literature review</li> <li>• Citation in literature review</li> <li>• General organization and flow of the literature review</li> <li>• Citation and referencing in practice</li> </ul>	2	M. Saunders. (2012) pg 70-115
4	<b>Research Design</b>	<ul style="list-style-type: none"> <li>• Definition of research design</li> <li>• Concepts relating research design</li> <li>• Characteristics of a good research design</li> <li>• Forms/Types of research design</li> </ul>	2	<ul style="list-style-type: none"> <li>• Cooper R. D and P. S. Schinder, pg 194-335</li> <li>• Kothari, C R. pg 39-67</li> <li>• M. Saunders. (2012) pg 158-191</li> </ul>
5	<b>Study Population and sampling procedure</b>	<ul style="list-style-type: none"> <li>• Population and samples</li> <li>• Importance of sampling</li> <li>• Basic Concepts in sampling</li> <li>• Sample size determination</li> <li>• Sampling techniques <ul style="list-style-type: none"> <li>○ -Random/Probabilistic sampling</li> <li>○ -Non-random/Non-probabilistic sampling</li> </ul> </li> </ul>	2	<ul style="list-style-type: none"> <li>• Cooper R. D and P. S. Schinder, pg 400-590</li> <li>• M. Saunders. (2012) pg 258-300</li> </ul>
6	Class Presentations	<ul style="list-style-type: none"> <li>• Class Presentations</li> </ul>	6	
	<b>Data collection methods/ techniques</b>	<p><b>Data</b></p> <ul style="list-style-type: none"> <li>• Primary and Secondary data</li> <li>• Qualitative/Quantitative data</li> </ul> <p><i>Questionnaire/ Interviewer/Observation (merits and demerits)</i></p> <p><b>Questionnaire Design</b></p> <ul style="list-style-type: none"> <li>• Salient feature/sections/parts of a questionnaire</li> <li>• <i>Question wording</i></li> <li>• <i>Questionnaire sequencing and lay out</i></li> <li>• <i>Mail/self-administered questionnaire</i></li> <li>• <i>Observation</i></li> </ul>	2	<ul style="list-style-type: none"> <li>• Cooper R. D and P. S. Schinder, pg 356-390</li> <li>• Kothari, C R. pg 117-150</li> <li>• M. Saunders. (2012) pg 340-460</li> </ul>

		<ul style="list-style-type: none"> <li>• <i>interview</i></li> </ul>		
8	<b>Data analysis and interpretation</b>	<ul style="list-style-type: none"> <li>• Data organization</li> <li>• Qualitative and quantitative Analysis</li> <li>• Descriptive analysis of the data (using charts and/ or graphs)</li> <li>• Simple interpretation of the findings (i.e without using statistical models or formulas)</li> <li>• General explanation of the different statistical techniques for data analysis and interpretation using the following examples</li> </ul>	2	<ul style="list-style-type: none"> <li>• Cooper R. D and P. S. Schinder, pg 437-600</li> <li>• Kothari,C R. pg 300-402</li> <li>• M. Saunders. (2012) pg 544-580</li> </ul>
9	<b>Writing a Research Report</b>	<ul style="list-style-type: none"> <li>• Elements of a research report</li> <li>• Writing conclusions and recommendations</li> <li>• Making a research report</li> </ul>	2	<ul style="list-style-type: none"> <li>• Kothari,C R. pg 403-422</li> <li>• M. Saunders. (2012) pg 594-625</li> </ul>

**COURSE FACILITATOR(S): Dr. Muwanga Robert**

**MODE OF ASSESSMENT**

The students shall be assessed on a coursework tests and final exam basis. The course work shall involve students coming up with a good research proposal fit for presentation ,or do a prepared test in topics covered or do both. The course work shall account for **30%** while the final exam shall take the remaining **70%**. The overall pass mark is **50%**.

**KEY READING TEXT**

Saunders M. (2012). Research Methods for Business Students. 6<sup>th</sup> edition. England Pearson. ISBN 9780273750758

**OTHERS**

Cooper R. Donald and Pamela S. Schinder, (2008) Business Research Methods. 10<sup>th</sup> Edition, McGraw-Hill Higher Education, 2008

Ghauri. Pervez and Gronhaug Kjell (2002), Research Methods in Business Studies: *A practical Guide*, Prentice Hall Europe

Hans R. (1992), Theory and Practice of Social Research, New Delhi, Surjeet Publication

- Kaberuka Will (2006), *Quantitative techniques: A basic course for social scientists*, Printers Den. Kampala
- Kothari, C R. (1990) *Research Methodology: Methods and Techniques*, 2<sup>nd</sup> edition
- Landy & Frank J. (2010). *Work in the 21<sup>st</sup> Century*: Wiley Blackwell, 3<sup>rd</sup> Edition ISBN 9781405190251
- Saunders M. (2009). *Research Methods for Business Students*. 5<sup>th</sup> edition. England Pearson. ISBN 9780273716860
- Sekaran U. (2000), *Research Methods for Business: A Skill Building Approach*, 3<sup>rd</sup> edition, New York, John Wiley & Sons publishers
- Tripathi P.C. & Shukal A.. (2002). *Research Methodology in Social Sciences*. 4<sup>th</sup> revised edition ISBN 0071244301
- Tull D.S and Hawkins D. (1990), *Market Research, Measurement Methods*, Collier Macmillan, Canada Inc
- Valerie A. (2009). *Research Methods in Human Resource Management*. 2<sup>nd</sup> edition, London CIPD. ISBN 9781843982272