



Curriculum - 2017
BBA Hons (Marketing) Degree Program
Faculty of Management and Finance
University of Ruhuna

MKT 32533: Research Methodology

Level: 3000

Number of Credits : 03

Course Description

The aim of research is to reduce the complexity of problems, and ultimately improve the quality of decision making. This course is designed to provide the essentials of the research process and principles required for conducting a research.

Intended Learning Outcomes

- At the end of the course, the student will be able to;
- Understand the process of conducting social science studies,
- Demonstrate the skills of conducting a literature review,
- Recognize ethical issues that arise in conducting research,
- Evaluate the appropriateness of a research design,
- Develop a research proposal.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments (Research Proposal) : 30%
End Semester Examination : 70%

Course Contents

1. Introduction to research
2. Qualitative and quantitative research
3. Conceptualization of a research
4. Literature review
5. Defining the research problem
6. Research design
7. Population and Sample
8. Measurement and scaling techniques
9. Methods of data collection
10. Data analysis techniques
11. Research proposal
12. Research ethics

Recommended Reading

1. Collis, J., & Hussey, R. (2007). Business research: A practical guide for undergraduate and postgraduate students. Palgrave Macmillan.