

BAMA 3113	Research Methodology	3 Credit Hours
Prerequisites:	None	
Goal	<ul style="list-style-type: none"> • Enhance the students understanding and appreciation of the importance of research in business community. • Enhance the student's independent enquiry and exercise of judgment. • Strengthen student's interaction with the business community. • Enhance student's logical and critical abilities. 	
Objectives		Outcomes
<p>The course should enable the student to:</p> <ol style="list-style-type: none"> 1. Understand and appreciate the meaning of research techniques. 2. Learn the scientific methods for conducting research. 3. Learn how to present the results. 		<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the knowledge and understanding gained 2. Apply the principles of research techniques and methods. 3. Recognize types and sources of data required for conducting a research. 4. Conduct and prepare sampling surveys. 5. Apply scientific methods of data collection. 6. Present survey results in a readable way using tables and graphical methods. 7. Present findings in a properly formatted research reports. 8. Apply the basic principles of quantitative methods. 9. Identify the appropriate technique for each problem 10. Plan and conduct enquiries 11. Present, analyze, & interpret results for decision- making process 12. Explain and report the finding to the management.