

BUS327 - Research Methods (3 Units)

Department of Business Management

Covenant University

1. BUS327

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Basic concepts in scientific inquiry; scientific research: meaning, basic steps. Basic and applied research: concepts, theories, laws, hypotheses, research design; choosing a research topic. Problem analysis; literature review; model building/conceptual framework. The Research Proposal. Sampling techniques. Data collection techniques; data types (primary, secondary, etc). Data collection strategies: surveys, experiments. Content analysis, Motivation research, data collection instruments: e.g. (a) Interview (b) Questionnaire. Data measurement, analysis and interpretation: measurement scaling, validity, reliability analysis. Qualitative statistical data presentation: tables, charts, cross tabs, etc. Report audience, types and length; mechanical aids (footnotes, maps, charts, etc). Business Research in Nigeria: Scope, Problems and Possibilities.