## COX 3221 RESEARCH METHODOLOGY (3 CU)

**Course Description**

The course introduces the students to the Applications scientific Social research methodology, concepts, issues and procedures in research design, research proposal, basic concepts, processes and strategies in data collection to solving international business problem. Research in areas of business has grown, and continues to grow very rapidly. The ability not only to structure one’s own investigations, but also to evaluate and critique the work of others, is of great importance. The course will therefore also provide a forum in which candidates can actively develop their critical skills.

**Course Objectives**

The course is intended to impart skills in students to:

* develop critical analysis of the social construct of knowledge;
* understand the variety of methodologies and methods that can contribute to the decolonization agenda of Indigenous peoples and respect Indigenous ways of knowing and being;
* develop skill in designing and implementing research; and
* Understand the ethical context of research and Indigenous peoples.

**Learning Outcomes**

At the end of the course, students will be able to:

* point out differences between research and other ways of getting knowledge;
* present the different types of research methods and their applications;
* point out the importance of samples; illustrate sampling procedures;
* use the SPSS and other programs to analyze research data;
* interpret the results of statistical analyses;
* prepare charts and tables; and
* review and illustrate the major sections of the research report.

**Intellectual, Practical and Transferable Skills**

Problem solving, analytical skills, team work and communications skills, practical

**Teaching and Learning Pattern**

Use of case studies, keynote lectures and student-led seminar presentations.

**Indicative Content**

The course includes theoretical and practical topics:

Theoretical topics related to (a) types of research methods, (b) planning and carrying out research and (c) writing the research report.

Practical topics related to the (a) organization and analysis of research data and

(b) the internet as a research tool. In addition, the course covers the nature of scientific and social research methodology, concepts, issues and procedures in research design, research proposal, processes and strategies in data collection: Tools and Techniques; data analysis; interpretation of data; writing skills and styles.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

1. Brown,L. and Strega, S. (2005). Research as resistance: Critical, Indigenous and anti-
2. Oppressive approaches. Toronto: Canadian Scholars Press.
3. Creswell, John W. (2007) Qualitative inquiry & research design: Choosing among five
4. Approaches.
5. Kvale, S. (2006). “Dominance through interviews and dialogues”, *Qualitative*
6. *Inquiry*, Vol. 12 (3), pp. 480-500.
7. Neuman, W and Kreuger, L. (2003). The meanings of methodology.
8. Reitsma-Street, M. (2005) “The Research Proposal in Thirteen Parts”
9. Esterberg, K. (2002). “Interviews.” In Esterberg, K., *Qualitative methods in social research*. Boston: McGraw Hill, 83-114.