Research Methodology for Business and Economics
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Course Description
The course is designed to develop your focus on conducting a good research. It is about demystifying research and research methods. It will take you through stages of developing a good research proposal – from research question to research methods to developing and testing hypothesis. It assumes that students are experienced learners actively engaged in pursuing a research work. It will appeal to people who require developing a good understanding of research approaches and skills, and would like to pursue it in their professional life.

In particular, this course aims at the postgraduate students in Business and Economics to aid them to conduct research as part of their studies but did not have access to research methods courses previously. No prior knowledge or experience in research is required to take this course and as such, the course is for everyone.

Course Content
1. What is research?
2. What is a literature review and why do you need to do one?
3. How to develop a research problem?
4. How to develop testable hypothesis?
5. Research Method vs data collection method
6. Strategies for Social/Business Research
7. Methods of Social/Business Research
8. Analysis
9. Write up the Research