### Course Title : Advanced Research Methods

Course Code : COM 562

Credit Hours : 03

Total Week : 16

Total Hours : 48

Week 1& 2 Survey Research: Basic Methods of Communication with Respondents

Media Used to Communicate with Respondents; Personal Interviews; Telephone Interview; Self-Administered Questionnaires; Selecting the Appropriate Survey Research Design; Pretests; Ethical Issues in Survey Research

Week 3&4 Observation Methods; When is Observation Scientific; What can be Observed

The Nature of Observation Studies; Observation of Human Behavior

Supplementary Evidence; Direct Observation; Observing Social Settings; Ethical Issues in Human Observation; Content Analysis; Mechanical Observation

Week 5&6 Questionnaire Design; A Survey is only as good as the Questions it Asks

Questionnaire Design: An Overview of the Major Decisions; What should be Asked; Phrasing Questions; The Art of Asking Questions; Best Question Sequence; Best Layout; Pretesting and Revising; Designing Questionnaire for Global Research

Week 7&8 Sample Designs and Sampling Procedures; Sampling Terminology; What Sample; Practical Sampling Concepts; Random Sampling Error and Non-sampling Error; Probability versus Nonprobability Sampling; Nonprobability Sampling; Probability Sampling; Appropriate Sample Design

Week 9&10 Fieldwork; The Nature of Fieldwork; Who Conducts the Fieldwork; In-house Training for Inexperienced Interviewers; Principles of Good Interviewing; Fieldwork Management

Week 11&12 Descriptive Statistics; The Nature of Descriptive Analysis; Tabulation; Cross-Tabulation; Data-Transformation; Tabular and Graphic Methods of Displaying Data; Computer Programs for Analysis; Interpretation

Week 13&14 Univariate Statistics; Stating a Hypothesis; Choosing the Appropriate Statistical Technique; t-Distribution; Chi-square Test for Goodness of Fit; Hypothesis Test of a Proportion; Additional Applications of Hypothesis Testing

Week 15&16 Communicating Research Results; Communication Model Insights; The Report in Context; Report Format; Effective Use of Graphic Aids; The Oral Presentation; The Research Follow-up

**Recommended Text:**

1. Zikmund, W.G. (2010). *Business Research Methods,* (8th Edition), Orlando, The Dryden Press: Harcourt College Publishers
2. Chaudhary, S. M. & Kamal, S. (2009). *Introduction to Statistical Theory,* (6th Edition), Ilmi Kitab Khana, Lahore.
3. Rao, K.V. (1993). *Research Methodology in Commerce and Management,* New Delhi India, Sterling Publishers Private Limited.

Walpole, R. E. (1982). *Introduction to Statistics,* (3rd edition), New York, The Mac-millian Publishing Company.