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| Course Title | RESEARCH METHODOLOGY |
| Course Code | STA 301 |
| Course Purpose and Objectives | The purpose of this course is to present a comprehensive and balanced introduction to both qualitative and quantitative approaches to social research with an emphasis on the benefits of combining various approaches. Students will learn different methods to conduct research, learn how to evaluate information generated by techniques useful in the decision-making process and deploy comparison methods to evaluate information from different sources. |
| Learning Outcomes | <ol style="list-style-type: none"> 1. Compare various philosophical perspectives in research methodology and implement methods of Data analysis and techniques of Qualitative and Quantitative data. 2. Analyze the different research methods. 3. Explain the research design and outline the difference between primary and secondary data. 4. Write a research report. 5. Use of different software such as SPSS and NVIVO for the analysis of research data. |
| Course Content | <ul style="list-style-type: none"> • Introduction to research methodology • Research approaches • Literature • Writing strategies and ethics • The purpose statement • Research questions and hypotheses • Quantitative methods • Qualitative methods • Mixed methods procedures • Introduction to SPSS • Descriptive statistics • Correlation • Regression analysis • Graphs |