

This instructional module was developed for the Master of Business Administration students with various disciplinary backgrounds in their undergraduate degrees. One of the requirements of earning a Masters' degree in any field of study is to undertake research. This may be in form of writing a thesis or a research project. This module simplifies the research process and explains the various concepts and technical terms in a language that is easily understood and appreciated by the self-directed student, practitioner or consumer of research results. The organization of the material follows the research development process from problem formulation to research design, data collection and ethical issues, to analytical techniques and report writing. The module provides the student with the basic competencies that they need to undertake quality and relevant research as well as ability to interpret and apply research findings in their professional practice.