

# Applications of Knowledge Base Research Methods in Undergraduate Studies-A Case study of Madawalabu University Business School

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**Abstract:** *The study was conducted on the Applications of Knowledge Base Research Methods in Undergraduate Studies and case study on Madawalabu University Business School. The study carried out with an objective to identify the applications of Knowledge Base Research Methods for project at undergraduate level. The study employed 92 sample sizes of respondents and assumed (Hypothesis) that the (H: 1) Knowledge Base is an influential factor on applications in research projects and (H: 2) stated many problems are affecting on applications Knowledge Base Methods. To test these hypotheses, an elaborate questionnaire for administering sample sizes. Apart from the above, secondary sources also used and to prove the inferences or nullify the hypotheses. The collected data was analyzed with the help of statistical tools. The H:1 correlation resulted +0.9782 (For Multi variables) and H:2, is weighted under ranking method. To conclude that, encouraging wide verities of Application of Research Methods Knowledge Base is most pressing needed in Business School for quality research and education.*

**Keywords:** Knowledge Base, Research Methods and Business School

## 1. Introduction

The advent of the internet enabled new ways to conduct new innovations as a result in creation of new research results. (EH, 2011). The Knowledge Base (KB) Research Methods is the comprehensive net/web-based textbooks that address all of the topics in a typical introductory undergraduate or graduate course in social research methods. 60% of American's now having Internet access and 40% of Americans having online for more than three years. The Internet has become a mainstream information tool (WIKI). The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite to serve billions of users worldwide. The Research Methods Knowledge Base covers the entire research process including: formulating research questions; sampling (probability and non-probability); measurement (surveys, scaling, qualitative, and unobtrusive), research design (experimental and quasi-experimental); data analysis; and, writing the research paper. It also addresses the major theoretical and philosophical underpinnings of research including: the idea of validity in research; reliability of measures; and ethics. The Knowledge Base has designed to be different from the many typical commercially-available research methods texts. It uses an informal, conversational style to engage both the newcomer and the more experienced student of research. It is a fully hyperlinked text that can be integrated easily into an existing course structure or used as a sourcebook for the experienced researcher who simply wants to browse (William M.Trochim, 2002). Thus, The Internet is a great tool for finding primary sources for research papers, essays, and other class projects. The key to locating relevant references is to know how to search for information especially for research work. Thus, KB has emerging dimensions in Research Methods.

## 2. Problem Statement

The problem stated in study reveals that lack of the Knowledge Base Research Methods for project at undergraduate level in University Business School.

## 3. Objectives

The study was carried out with an objective to identify the applications of Knowledge Base Research Methods for project at undergraduate level and to promote the Applications of Research Methods Knowledge Base at graduate level.

## 4. Hypothesis (H: 1& H: 2)

The study assumed (Hypothesis) that the (H: 1) Knowledge Base is an influential factor on Research Method applications in research projects and (H: 2) stated many problems are affecting on applications Knowledge Base

## 5. Methodology

The study employed a random sample of 92 sample sizes respondents from school of Business and Economics. The Study identifies the similar research projects to award the partial fulfillment of award of bachelor degree.

## 6. Data Collection

To test these hypotheses, an elaborate questionnaire prepared for administering on 92 random sample sizes of respondents (10% of 922=(ACCT, 16+4=20)+(MART, 14+4=18)+(ECON, 18+2=20)+(MGMT, 14+6=20)+(TOUR, 8+6=14) from University Business School. Apart from the

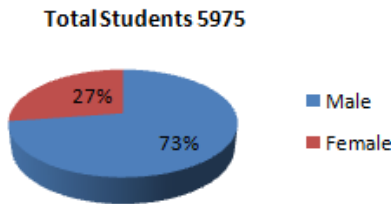
above, secondary sources also used and to prove the inferences or nullify the hypotheses.

**7. Tools**

The collected data analyzed with the help of statistical techniques like ratios, percentage, correlation (For Multi variables/For H:1), and ranking method( For H:2).

**8. Data Interpretation**

The study interpreted the various facets of primary investigations. Having examined the various aspects such as total enrolment in university and business school, distributions in departments, usage of knowledge base, internet access and problems of students have been analyzed. Figure.1, shows that total 5975 (In which, 73% Male & 27% Female) students enrolment in Madawalabu University during 2013.



**Figure 1:** Students Enrollment at University Level

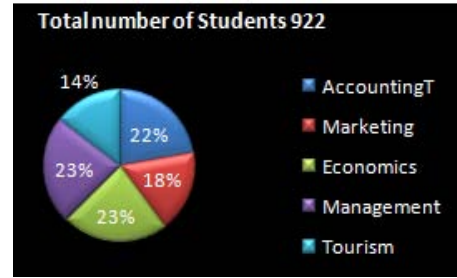
Table.1 shows that, 922( 15.44%) regular students enrolled out of 5,975 total enrolments in university, in which 22.22% in Accounting Department, 17.57% in Marketing Management students, 22.77% in Economics studies, 22.93% in Business Management and left 14.53% in tourism management. Table reveals that business school has a good strength to apply the Research Methods knowledge Base. (Abbreviation for Table: Dept: Department, M: Male, F: Female T: Total, %: Percentage, Acct: Accounting, Mart: Marketing, Econ: Economics, Tour: Tourism, Mgmt: Management).

**Table 1:** Student Enrolment in Business School during 2013

DEPT	M	%	F	%	T	%
ACCT	168	81.95	37	18.05	205	22.22
MART	137	84.56	25	15.44	162	17.57
ECON	195	92.85	15	7.15	210	22.77
MGMT	142	67.29	69	32.71	211	22.93
TOUR	75	55.97	59	44.03	134	14.53
Total	717	77.76	205	22.24	922	100.00

Source: Directorate of A & R M, MWU, 2013

Figure.2, shows that total 922 students enrolled in which 22% Accounting Students, 18% Marketing students, 23%Economics students, 23% in Management and 14% Tourism Students. Thus, it emerge the Research Methods Knowledge Base and application for all students, is presumption for research project in Business School.



**Figure 2:** Department-wise distribution of Students

The respondents enunciate that Research Methods Knowledge Base has an influential factor on research proposal and for final project. Madawalabu University is a new university, has lagging behind the infrastructure, does the student much depends on traditional research method. Even-though Knowledge Base Research Method has several influential factors. Thus, to test the First hypothesis (H: 1), correlation tolls has applied on the assumption that Knowledge Base is an influential factor on Research Method applications in research projects. X Variable (Knowledge Base=KB) with their dependent variable Y (Indicator like, Time, Quality of output, Accuracy, Sharing Information, Communication, Intra& Inter network, Speed, Cost and knowledge). The Correlation between X & Y & Co-efficient is presented below =Correlation(r) =  $\frac{[N\sum XY - (\sum X)(\sum Y)]}{\text{Square root } [N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}$  = 103.25/105.55=0.9782 and Co- efficient of Correlation is (+ 0.9782 or +1) Thus, the Test Result shows that the Degree of relationship is very high between KB & Applications.

**9. Result & Discussion**

The study makes an attempt to highlight the problems faced by the students at undergraduate level in Madawalabu University Business School. The Second hypothesis (H: 2 Ranking Method) has proved that the students are facing many problems at undergraduate level. The problem of well equipped internet facility (Lab) is the challenge in School level is stood at stood 1<sup>st</sup> Rank (No. of student’s opted 1<sup>st</sup> preference & Weighted Score of 1<sup>st</sup> Preference). Improper Guidance stood at 2<sup>nd</sup> rank, Student teacher ratio (34 at study leave/Student teacher ratio 48 to 922 students 1:20 Students) stood 3<sup>rd</sup> rank, Lack of applications of Research Methods knowledge base stood at 4<sup>th</sup> rank, e-library stood at 5<sup>th</sup> rank and other problems are least preferred because they have tough enough to manage the things.

**10. Major Findings**

The Major findings of the study reveals the Application of Knowledge Methods Base has own impact on Research Project. It has (+9782 High degree of proven impact on Applications) and no one student has (0/922=0result) applied KB applications for research projects in Madawalabu university Business School.

**11. Suggestion**

The Study suggested that encouraging wide verities of Application of Research Methods Knowledge Base is most pressing needed in Business School for quality education.

## 12. Conclusion

To conclude that, KB is an emerging area to save time and cost more over it will provide an wide Varity of Knowledge especially in research area and the accurate and reliable output will be an added advantages for further study.

## References

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## Author's Profile

**Dr. Sreepada Hegde** is an Indian Expatriate working in Madawalabu University as Deputy Registrar/Alumni Management officer. He is serving Accounting and Finance Department Since 2009. He has 12 years of Academic and Research Experience. He published 32 Development Articles in Herald.