IMPACT OF HEURISTIC STYLE OF TEACHING ON STUDENTS OF MANAGEMENT SCIENCE DEPARTMENT BUKC

By

SYED MOHAMMAD MUNEEB

19221

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree
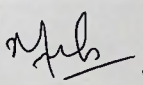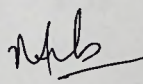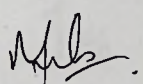

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	13Oct2015	Cubicle	Data Analysis	
2	29Oct2015	Cubicle	Critical Debate	
3	15Nov2015	Cubicle	Conclusion and Recommendation	

APPROVAL FOR EXAMINATION

Candidate's Name: Syed Mohammad Muneeb Registration. 19221
Thesis Title: Impact Of heuristic style of teaching on students of management science department at BUKC

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at _____ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor'sSignature:_____ Date: 28 Nov 2015

Name: KhurramAdeelShaikh

Head of Department Signature:_____ Date: 4th Feb 2016

ABSTRACT

In this research, the focus was mainly on the impact of heuristic style of teaching. An effort has been made to know the real impact of heuristic methods used in teaching. By heuristic style we mean using different techniques such as case studies, audio-visuals, role-plays, serious games, activities etc. By using these, students are able to learn the complex theories and ideas in more simple and easy way. A questionnaire was made to collect data from students. Sample size of questionnaire was 157 and all the respondents were from Bahria University Management Science department. The nature of this research is exploratory in nature. Linear Regression Analysis was used to test the research hypotheses. We came to conclusion that all the above mentioned techniques are really helpful for learning purposes.

Keywords: Heuristic techniques, teaching, learning

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