



KHWAJA FAREED
UEIT
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16 Week Plan (Business Research Methods)

Course code:	MSCI-3102
Title:	<u>Business Research Methods</u>
Credit Rating:	3
Level:	BSAF_BSPADM

Course Description

This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. In this process, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. They will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include: defining research questions; setting appropriate research objectives; study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling and analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts.

Course Learning Outcomes

The course provides a strong grounding in understanding the research process enabling students to either engage an external research organisation to undertake a study on their behalf in a business environment or, alternatively, action and complete a research project themselves as either the sole researcher or as part of a research team. In addition to the technical skills and knowledge required to be successful in these endeavours, the course also provides students with a clear understanding of the ethical considerations involved in undertaking research and the special challenges evidenced in international and cross cultural studies. On successful completion of this course students will be able to:

1. Apply an advanced understanding of business research design options, methodologies and analysis methods (both qualitative and quantitative), including respective terms, definitions and applications to the design, implementation and evaluation of a research project.
2. Distil an identified business problem into a succinct research problem (or problems) and articulate this into a comprehensive research brief for investigation by a research team locally or internationally.
 - This brief will include a statement of the resulting research problem and the objectives that need to be achieved to provide the information necessary to tackle the business problem and the decisions that need to be made respective to it.
3. Complete, from the brief created, a research proposal for implementation at either a local or international level.
 - This will include (but not be restricted to), a literature summary at the necessary level of depth to ensure a thorough understanding of what is already known about the problem to be addressed, the proposed research design, data collection, sampling, analysis methods to be employed along with an indicative time frame for each stage of the research proposed and budget.
4. Apply a broad understanding of issues specific to undertaking business research across international boundaries, including cultural, geographical, language and cost related challenges and respective strategies and approaches that may be employed to solve them to the design, implementation and evaluation of a research project.
5. Recognise, and take account of, the importance of ethical conduct in undertaking research, including potential implications for business relationships, effects on potential respondents and sensitivity to cultural differences and honesty and integrity in analysis and reporting in the design, implementation and evaluation of a research project.

Contents

Week	Content Details
01	• Introduction to Business Research
02	• Overview of the Business Research Process • Classify business research as either exploratory research, descriptive research, or causal research • Major phases of the research process and the steps within each
03	• Thinking like a researcher • Employing scientific thinking with sound reasoning
04	• Quiz • Problem definition and recognize problems • Translate managerial decision statements into relevant research objectives • Translate research objectives into research questions and/or research hypotheses
05	• Research design an overview
06	• The basic stages of research design. • The major descriptors of research design. • The major types of research designs.
07	• The relationships that exist between variables in research design and the steps for evaluating those relationships
08	• Research Case Analysis
09	Mid-term examination
10	• Survey Research
11	• Measurement and scaling concept • Levels of scale measurement • Criteria for good measurement • Basic assessment of scale reliability and validity
12	• Attitude measurement • Basic approaches to measuring attitudes • Rating scales for measuring attitudes
13	• Measuring attitudes with ranking and sorting techniques • Major issues involved in the selection of a measurement scale
	• Quiz • Sampling Design and Sampling Procedures

14	• Basics of data analysis
15	• Data analysis techniques
16	• Reporting results
17	• Presentations
18	Final- Term Exam

Required Resources

- Business Research Methods, 2nd Edition, 2019
- Authors: William G. Zikmund/Dr Christina Quinlan/Mitch Griffin/Barry Babin/Jon Carr