



Faculty of Economics & Administrative Sciences

Department: Marketing

COURSE SYLLABUS

Business research methods

Short Description

Student's Copy

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

1. Course Information

1. Course Title : Business research methods
2. Course Code : ۱۳.۷۷.۲
3. Credit Hours : 3
4. Prerequisite : None
5. Corequisite : None

2. Instructor Information

1. Instructor : professor Rudaina Othman
2. Office :
3. Phone : 0776260554
4. Email : dr.rudaina_othman@yahoo.com
5. Office Hours : Sun,Tu,Thu,10-11 am

3. Class Time and Place

1. Class Days and Time: Saturday, 9-12am
2. Class Location : 306
3. Lab Days and Time : -----
4. Lab Location : -----

4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

5. Resources

Main Reference Text Book: . 1- William G. Zikmund (2000) Business research methods . the Dryden press . Harcourt college publishers

Additional Reference (s):

- 2- Donald R and Pamela S.Schindler (2006) business research methods Mc graw-Hall international edition Ninth edition
- 3- McDaniel Carl,Jr and Roger Gates (2010) Marketing research essentials . John Willey &Sons , Inc 7 th Edition

Hall

- 4- Kotler Philip and Armstrong Gary (2010) .Principles of marketing Prentice Hall

6-Course Description and Purpose

Provide students with the basic of Business research methods

-Explain and illustrate the:

research process,

problem solving ,

instrument development and data analysis

- Explain and illustrate the fundamental stages of research data collection methods

- Explain and illustrate the secondary data and primer data

-Explain the **Business Research Types** , **Basic research** and **Applied research**

- Explain the vital practical skills for conducting a research project

. **Course Description:** This course covers steps for preparing the research

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7. Course Learning Outcomes

Upon successful completion of this course, the learner should be able to:

- Knowledge and understanding (students should):- Students will individually or in pairs pose a business question to be answered through qualitative or quantitative research investigation. Questions will be derived from either real-world work issues or through review of certain individually assigned readings. Once the research question has been posed, students will begin the operational definition and hypothesis development phase of conducting the research project. Following completion of an acceptable research design, students will begin the instrument and/or methodological design phase of the project. Upon completion of an acceptable research design and methodology, students will begin data collection and analysis phases of the project. After data has been collected and analyzed, students will complete the research report summarizing the project method and results, complete with tabled or graphed summary findings and conclusions. Actionable recommendations are required in the final report. Further description of each project phase is given below. Throughout the class, students will report briefly to the entire class the status of their projects and will present the final report in a multimedia presentation upon completion. Frequent discussion of the difficulties and successes in conducting research projects will be a focal part of the classroom and computer laboratory work. Understanding of how to carry out the different phases of the research projects will be gained through the textbook, class lectures and individualized resolution of each student's research problems. Care for accuracy, ethical research practices, concise analysis and precision in reporting results will be emphasized. The professor and assistants will guide each student in conducting his/her own research project. Due dates for each phase of the research project are shown in the next section.

B- Intellectual skills with ability to:-

-Apply the basic principles of the research methodology-

-- Prepare the plan of research

-Apply the basic of design questionnaire

- Analysis the results(SPSS)

- discussion the results

C- Subject Specific Skills:

At the end of the course, students will be able to:

1. Definition the Problem of research

This phase of the project requires development of the research question. It includes a statement of the problem and what implications different results would have for answering a management concern. Examples of research questions might include which type of training or what type of leadership is most effective, how to implement a new strategy, what are some of the best practices in a particular industry, what issues might be important in expanding the firm into a new market or culture, how to internationalize operations, or how to predict success on the job. It can be a specific practical problem or one that has theoretical importance for the field to better understand management. Some practical implications of the results should be described.

2. Hypothesis & Operational Definitions of Variables

This phase requires specific hypotheses based on a review of the literature and a formal statement of the research question framed as a hypothesis capable of obtaining a definitive conclusion such that the results will either support or refute the hypothesis. This phase further requires that the variables to be measured or for which data will be collected are defined clearly so that it is clear as to exactly how the se variables will be measured or assessed during data collection. Consideration of how the data will be formatted and analyzed is important for certain choices in the operational definition of variables.

3. Research Design & Method

This phase requires a precise description of the research protocol, including a description of the data to be gathered, instruments used to gather the data, a complete description of how and when the data will be collected, a description of the sample and population from which the data will be collected, and an exact sequential description of the procedure to be used to collect the data including the precautions taken to standardize and protect the scientific integrity of the data should be part of the method described.

4. Data Collection & Analysis

This phase requires the actual gathering of the data and analysis of the results after the data is collected. Whether data is collected by questionnaire, interviews, from existing archives, or through direct observation, the data must be entered into a software package or some other format capable of summarizing and analyzing the results. Reliability of the gathered data should be described as well as any problems encountered in the data collection phase. Results should be summarized in tables or graphs with particular importance placed on identifying the statistical or categorical significance.

5. Final Research Report

The final research report includes all of the previous sections plus a section on the conclusions and implications of the hypothesis test. This section allows conjecture and the researcher's interpretations of the findings. Particular importance should be placed on practical implications and a set of actionable recommendations. Students will present the findings and conclusions of their project to the entire class using a multimedia presentation format such as PowerPoint to briefly describe the problem, methodology, results and conclusions.

D- Transferable skills – with ability to:- - Subject Specific Skills:

- problem definition and research proposal
- prepare the research
- analysis of the results after the data is collected.
- prepare the hypothesis
- implementation of the Survey Research

8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students

8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

(a) Tests

Test	Weight %	CLO	Due Date
Mid	30%		
Final	40%		
Total	70%		

(b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Total				

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

(c) Assignments

Assignment	Weight	CLO	Scope & Focus	Due Date
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Assignments				
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(d) Participation

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation				
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1.	Expectation from the course and			
2.	Introduction to business research - The role of business research , Information systems and knowledge management		1 2	
3	-Theory building -The research process : an overview -ethical issues in business research		3 4 5	
4	Beginning stages of the research process -problem definition and research proposal -exploratory research and qualitative analysis		6 7	3
5	Secondary data and databases		8	
6	Research methods for collecting primary data - Survey research : an overview		9-10	
7	- Observation methods Experimental research		11 12	

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8	Mid Exam			
10,9	Measurement concepts - Measurement and scaling concepts Attitude measurement		13 14	
12,11	<i>Questionnaire design</i> <i>-Sample designs and sample size</i> <i>- fieldwork</i>		15 16-17	
14,13	Research Presentation			
15	Review and clarification			
16	Final Test			

Special Equipment or Supplies