

# BUS3300 Research Methods in Business Studies

---

**Code**

BUS3300

**Title**

Research Methods in Business Studies

**Credits**

3

**Description**

This course provides an overview of the philosophy and practical applications of research. Students will learn the methodological processes one should take in order to produce valid and reliable data that can be used in decision making in both professional and personal life. Through the learning of the processes students will be better able to critique and analyze secondary data, understand what constitutes empirical data, and know how to conduct an independent study that will produce the results students need.

**Objectives**

On completion of this module the student will: Be able to explain, in both theoretical and practical terms, why research is important and different from "street-smart" approach. Be able to independently design and administer study. Be able to differentiate between qualitative and quantitative research and the pros and cons attached to each. Be able to develop research plans that produce valid and reliable results. Be able to analyze and critique secondary and primary data and produce final report.

**Assessment**

60 % -first and second assessments

40 % -final assessment

**Tentative course outline****Week1**

Topic 1. The nature of business. Business and management research

**Week2**

Topic 1. The nature of business. Business and management research

**Week3**

Topic 2. Formulating and clarifying the research topics

**Week4**

Topic 2. Formulating and clarifying the research topics

**Week5**

Topic 2. Formulating and clarifying the research topics

**Week6**

Topic 3. Critically reviewing the literature

**Week7**

Topic 3. Critically reviewing the literature

**Week8**

"Topic 4. Understanding research philosophy and approaches to theory development"

**Week9**

"Topic 4. Understanding research philosophy and approaches to theory development"

**Week10**

"Topic 4. Understanding research philosophy and approaches to theory development "

**Week11**

"Topic 4. Understanding research philosophy and approaches to theory development "

**Week12**

Topic 5. Formulating the research design

**Week13**

Topic 5. Formulating the research design

**Week14**

Topic 5. Formulating the research design

**Week15**

Topic 6. Selecting samples Topic 6. Selecting samples Team Project Presentations

