

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

