

Course Syllabus

1. <u>Department Name:</u>	Business Management				
2. <u>Program Name:</u>	BA				
3. <u>Program Code</u>	010				
4. <u>Course Code and Title:</u>	1601103 / Research Methods for Business				
5. <u>Course credits:</u>	3				
6. <u>Pre-requisites:</u>	1607250				
7. <u>Course Instructor/ Coordinator Name, Email and Office hours</u>	Dr. Taghrid Suifan t.suifan@ju.edu.jo 09:30 - 10:30 Sunday, Tuesday, Thursday 12:30 - 01:30 Wednesday 04:30 - 05:30 Wednesday				
8. <u>Course web-page:</u>	-				
9. <u>Academic year:</u>	2019-2020				
10. <u>Semester:</u>	First	*	Second	1 st Summer	2 nd Summer
11. <u>Textbook(s)</u>	Uma Sekaran & Bougie, R. (2016). Research Methods for Business. A Skill Building Approach. Seventh Edition / John Wiley & Sons				
12. <u>References:</u>	Professor will provide additional reading material and study cases throughout the course.				
13. <u>Other resources used (e.g. periodicals, software, eLearning, site visits, etc.):</u> /					
14. <u>Course Description</u>	<p>This course is designed to introduce students to the research methods that can be used in most business research and other researches related to the social phenomenon. The areas that will be covered include: introduction to the scientific method, research process, ethics in research, research design, measurement, sampling, data collection, analysis, interpretation and report writing.</p>				

15. <u>Course Intended Learning Outcomes:</u>											
CILOs	Mapping to PILOs										
	a	b	c	d	e	f	g	h	i	J	k
1. Demonstrate an understanding of the nature of a business problems, and ability to translate it into a research problem	*			*							
2. understand major phases and steps in				*							

the research process.											
3. Develop research designs, and use data sources.				*							
4. Demonstrate familiarity with established business research methods, such as sampling experiments, hypothesis testing, and comparative analysis				*							
5. Select data samples and deal effectively with general measurement issues.				*							
6. Display complete awareness of fundamentals of survey research and basic methods for communication with survey respondents.				*							
7. Write high quality reports, make presentations, and defend research projects.	*			*							

16. Course Evaluation:				
Assessment Type	Details/ Explanation of Assessment in relation to CILOs	Number	Weight	Date(s)
Quizzes	/			
Midterms	Essay Questions	1	30 %	26/3/2020
Assignments	Assignment	1	5 %	Will be assigned by the professor during the semester in class
	Participation		5 %	
Projects/Case Studies	Research Proposal	1	10%	9/4/2020
Final	Multiple Choice and Essay Questions	1	50%	According to the Registration Unit Calendar

Total			100%	
<i>17. Description of Topics Covered</i>				
<i>Topic Title</i>		<i>Description</i>		
Chapter 1. Introduction to Research		Describe and define business research. Distinguish between applied and basic research.		
Chapter 2. The Scientific Approach and Alternative Approaches to Investigation		Explain what is meant by scientific investigation, giving examples of both scientific and non-scientific investigations. Discuss the hallmarks of scientific research. Discuss the alternative approaches to research.		
Chapter 3. Defining and Refining the Problem		Identify problem areas that are likely to be studied in organizations and narrow down a broad problem into a feasible topic for research using preliminary research. Develop a good problem statement. Develop a research proposal.		
Chapter 4. The Critical Literature Review		Discuss the functions of a literature review. Discuss the ethical issues of documenting the literature review.		
Chapter 5. Theoretical Framework and Hypothesis Development		Explain the theory building and hypotheses development. Develop a theoretical framework that includes all the relevant components.		
Chapter 6. Elements of Research Design		Explain what is meant by research design. Develop an appropriate research design for any given study.		
Chapter 7. Interviews		Plan, design, and carry out a personal and group interview Discuss advantages and disadvantage of interviews.		
Chapter 8. Data Collection Methods: Observation		Discuss the advantages and disadvantages of observation.		
Chapter 9. Administering Questionnaires		Design questionnaires to tap different variables.		
Chapter 10. Experimental Designs		Explain the different types of experimental designs.		
Chapter 11. Measurement of Variables: Operational Definition		Explain how variables are measured.		
Chapter 12. Measurement: Scaling, Reliability, Validity		Describe and know how and when to use different forms of scales.		
Chapter 13. Sampling		Explain how to determine the research sample.		
Chapter 14.15.16 Quantitative Data Analysis/ Hypothesis Testing / Qualitative Data Analysis		Interpret and analyze data in the descriptive statistics form. Analyze data using inference statistics techniques.		
Chapter 17. The Research Report		Explain how to arrange the final part of the research report		

18. Course Weekly Breakdown:					
<i>Week</i>	<i>Date</i>	<i>Topics covered</i>	<i>CILOs</i>	<i>Teaching Method</i>	<i>Assessment</i>
1	2-6/2	Orientation and discussion of the course syllabus Ch1	1	Lecture/ Power Point Presentation	
2	9-13/2	Ch2	1	Lecture/ Power Point Presentation	
3	16-20/2	Ch3	1	Lecture/ Power Point Presentation	
4	23-27/2	Ch4	2,3,4	Lecture/ Power Point Presentation	
5	1-5/3	Ch5	2,3,4	Lecture/ Power Point Presentation	Assignment
6	8-12/3	Ch6	5,6	Lecture/ Power Point Presentation	Assignment
7	15-19/3	Ch7	5,6	Lecture/ Power Point Presentation	
8	22-26/3	Ch8 Mid-Term Exam 26/3/2020	5,6	Lecture/ Power Point Presentation	Mid-Term Exam 26/3/2020
9	29/3-2/4	Ch9 & Ch10	5,6	Lecture/ Power Point Presentation	
10	5-9/4	Ch11 Submission of Research Proposal	5,6	Lecture/ Power Point Presentation	
11	12-16/4	Ch12 + Research Proposal Presentation	5,6	Lecture/ Power Point Presentation	Research Proposal Presentation
12	19-23/4	Ch13 + Research Proposal Presentation	4,5,6	Lecture/ Power Point Presentation	Research Proposal Presentation
13	26-30/4	Ch14 & 15 + Research Proposal Presentation	4,5,6	Lecture/ Power Point Presentation	Research Proposal Presentation
14	3-7/5	Ch16 & 17 + Research Proposal Presentation	7	Lecture/ Power Point Presentation	Research Proposal Presentation

15	10/5	Revision			
16		Final Exam			According to the Registration Unit Calendar

19. <u>Others:</u>	
	Description
Attendance policies:	Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
Absences from exams and handing in assignments on time:	Students should not miss their exam except under extreme circumstances. They are then asked and to produce evidence as an excuse for their absence signed by the assistant Dean for students' affairs. Students should submit their assignments on dates set by their class Professor.
Health and safety procedures:	Food, beverages are not allowed in the class room.
Honesty policy regarding cheating, plagiarism, misbehavior:	All the assignments and work submitted by the student must be his or her own. All actions of academic dishonesty including cheating, plagiarism or helping other students in such actions will be dealt with strictly in accordance with the university regulations.

Course Coordinator:	Dr. Taghrid Suifan	T. Suifan
Head of Department:	Dr. Taghrid Suifan	T. Suifan
Head of curriculum committee/ School Level:	Type the Name	Add your Signature
Dean:	Type the Name	Add your Signature
Approved by the Program Coordinator/ Head of the Department on:	Type the date: DAY/MONTH/YEAR	

Copy to:
<input type="checkbox"/> Head of Department
<input type="checkbox"/> Assistant dean for Development and Quality Assurance
<input type="checkbox"/> Course Portfolio