

The University of Jordan

Faculty: Faculty of Business
Semester: First Semester

Department: Business Management
Academic Year: 2015-2016

Research Methods for Business 1601103

Credit hours	3	Level		Prerequisite	
Coordinator/ Lecturer	Dr Taghrid Saleh Suifan	Office number		Office phone	24257
Course website		E-mail	t.suifan@ju.edu.jo	Place	Building Number 4 / Second Floor

Office hours					
Day/Time	Sunday	Monday	Tuesday	Wednesday	Thursday
	10:00–11:00	10:00–11:00	10:00–11:00	03:30–04:00	10:00–11:00

Course Description

This course is designed to introduce undergraduate students to research methods. These methods are diverse and range from qualitative to quantitative to mixed techniques. The primary goal of this course will be to introduce methods utilized in research but the focus of students should be on developing a research design useful to solving any research questions that may be encountered in future.

Learning Objectives

This course is designed to introduce students to the research methods that can be used in most business research and other research 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.

The main objectives of this course are:

1. To expose students to research methods in business
2. To discuss the process of developing a research proposal
3. To expose students to the various research designs that can be used in business research
4. To familiarize students with the choice of research designs that can be used to achieve the proposed research
5. To expose students to the various techniques that can be used to analyze and interpret data in particular how to use SPSS software
6. To expose students to the characteristics of a good research report

Intended Learning Outcomes (ILOs):

Successful completion of the course should lead to the following outcomes:

A. Knowledge and Understanding: Students are expected to

- Understand the purpose of research.
- Be familiar with discipline specific.
- Utilize resources and methodologies for conducting research.
- Develop critical thinking skills.

B. Intellectual Analytical and Cognitive Skills: Students are expected to

- Understand the basic principles of research design and strategy, including an understanding of how to formulate researchable problems and an appreciation of alternative approaches to research.
- Be able to read critically articles in core academic journals, and develop an awareness of the frontiers of specialist areas, including the way in which concepts and methods are used in current debate.

C. Subject- Specific Skills: Students are expected to

- Acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems
- Get conversant with the use of statistical analysis and computer programs
- Write and present research reports.

D. Transferable Key Skills: Students are expected to

- Be able to develop a research design useful in solving any research questions that may be encountered in future.

ILOs: Learning and Evaluation Methods

ILO/s	Learning Methods	Evaluation Methods
	Lectures and Discussions, Homework and Assignments, Research Proposal Presentation	Midterm Exam (%30) Assignments + Research Proposal (%20) Final Exam (%50)

Course Contents

Content	Reference	Week	ILO/s
Syllabus and introduction to research	Required text	1	Students should be able to explain the basic concept of scientific research
Scientific investigation	Required text	2	<i>Students should be able to explain the process of scientific research</i>
The research process: the broad problem area and defining the problem statement	Required text	3	Students should be able to explain the research background as well as main issues of the research and also addressing research problems
The research process: theoretical framework and hypothesis development	Required text	4	Students should be able to explain the theory building and hypotheses development
The research process: elements of research design	Required text	5	Students should be able to explain the research design
Measurement of variables: operational definition	Required text	6	Students should be able to explain research variables
Measurement: scaling, reliability, validity	Required text	7	
Data collection methods	Required text	8	Students should be able to explain data collection
Experimental designs	Required text	9	Students should be able to explain the experimental designs
Sampling	Required text	10	Students should be able to determine the research sample
Quantitative data analysis	Required text	11	Students should be able to interpret and analyze data in the descriptive statistics form
Quantitative data analysis: hypothesis testing	Required text	12	Students should be able to analyze data using inference statistics techniques
Qualitative data analysis	Required text	13	
The research report	Required text	14	Students should be able to arrange the final part of the research report

Learning Methodology

Don't be surprised if you find that in many real situations, there is no single 'right' or 'wrong' answer. Moreover, your instructor will not expect you just to sit quietly in class but expect you to contribute by asking or answering questions, sharing your experiences and observations, etc.

For this course, you will have three contact hours of class per week distributed over 16 weeks. Instructor will use a variety of ways to help you acquire the fundamental concepts and knowledge. During class, you are expected to practice the knowledge acquired through lectures and develop the relevant skills. Your instructor will be available to help you evaluate your learning progress and identify areas for further development. You will need to be proactive in identifying the issues you would like to consult your instructor with and therefore your self-awareness and self-motivation will be key to the effectiveness of this part of learning.

Apart from the three hours' class contact time, you are expected to spend at least six hours on what we call Independent Learning. During this time, you are in charge. Your instructor may or may not give you any specific tasks but would expect you to use the time productively. You spend the time going over the concepts you find difficult to grasp in class or practice some of the skills you have learnt. You can do some by yourself or by teaming up with some of your fellow classmates.

Attendance is essential and students will miss quizzes if they are absent.

In order to achieve 'Distinction' in the course you must demonstrate achievement of all the learning outcomes by playing an active part in group work and be able to articulate your learning experience in a clear, concise and convincing manner. In order to pass the course you must demonstrate the achievement of all the learning outcomes and be able to articulate your experience in an understandable manner. In brief, your result will depend on how much effort you demonstrate during the semester.

Projects and Assignments

- **Research Proposal:** Each student should submit a proposal for a research, to be approved by the Professor, in an area of interest in business management, such as organizational behavior, human resources, strategic management, or marketing. The format and contents of your research proposal will be discussed during the lectures.
- **Assignment:** At the end of each chapter the Professor will assign a set of questions and exercises that should be solved during the semester and kept by the student. This course work should be handed in by the student just before the set dates of the final exam and it will be used as an evaluation tool of the student.

Evaluation

Evaluation	Point %	Date
Mid-term Exam	30%	Will be assigned by the professor during the semester in class
Second Exam (Research Proposal)**	10%	Will be assigned by the professor during the semester in class
Participation and other activities (quizzes, homework, assignments)	10%	Will be assigned by the professor during the semester in class
Final Exam	50%	Will be assigned by the professor during the semester in class

Main Reference/s:

Uma Sekaran & Bougie, R. (2012). Research Methods for Business. A Skill Building Approach. Fifth Edition / John Wiley & Sons.

References:

Saunders, M., P. Lewis, et al. (2007). Research methods for business students, 4th edition, prentice Hall, Pearson education.

Uma Sekaran & Bougie, R. (2012). Research Methods for Business. A Skill Building Approach. Forth Edition / John Wiley & Sons.

Intended Grading Scale (Optional)

0-39	F
45-49	D⁻
50-54	D
54-69	D⁺
60-64	C⁻
65-69	C
70-73	C⁺
74-76	B⁻
77-80	B
81-84	B⁺
85-89	A⁻
90-100	A

Notes:

- Concerns or complaints should be expressed in the first instance to the module lecturer; if no resolution is forthcoming, then the issue should be brought to the attention of the module coordinator (for multiple sections) who will take the concerns to the module representative meeting. Thereafter, problems are dealt with by the Department Chair and if still unresolved the Dean and then ultimately the Vice President. For final complaints, there will be a committee to review grading the final exam.
- For more details on University regulations please visit:
<http://www.ju.edu.jo/rules/index.htm>