

<b>DEREE COLLEGE SYLLABUS FOR: BU 3233 BUSINESS RESEARCH METHODS</b>	
(Updated Fall 2021)	<b>UK LEVEL 5</b> <b>UK CREDITS: 15</b> <b>US Credits 3/1/3</b>
<b>PREREQUISITES:</b>	MA 2021 Applied Statistics <b>or</b> MA 2010 Statistics I and MA 3111 Statistics II
<b>CATALOG DESCRIPTION:</b>	The Business Research process, the Research Report and the Proposal. The Research problem, the Literature Review and Research Questions. Research Design and Methodology. Data Collection methods. Quantitative and Qualitative Data Analysis.
<b>RATIONALE:</b>	This course provides an understanding of the role and importance of research to organizations. Through examining research methods and techniques, such as qualitative and quantitative data collection and analysis, this course familiarizes students with the fundamental principles of scientific research in business. Students are introduced to the different stages in the research process, that they also apply, starting from the identification of business problems and the formulation of research aims, carrying out a literature review, formulating research questions, making methodological decisions and designing, collecting and analyzing qualitative and quantitative data in order to come up with actionable recommendations. Thus, this course provides students with the basic research knowledge and skills, necessary for understanding, framing and addressing managerial problems as they occur in business contexts. .
<b>LEARNING OUTCOMES:</b>	As a result of taking this module, the student should be able to: <ul style="list-style-type: none"> <li>1. Analyse the different stages and tools of the research process.</li> <li>2. Examine a range of different methods and techniques used in business research.</li> <li>3. Apply research knowledge and skills by conducting a business research project, including the collection and analysis of qualitative and quantitative data.</li> </ul>

<p><b>METHOD OF TEACHING AND LEARNING:</b></p>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Training and lab practice on the appropriate software applications necessary for data analysis.</li> <li>➤ Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples. Use of case studies.</li> <li>➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.</li> </ul>						
<p><b>ASSESSMENT:</b></p>	<p><b>Summative:</b></p> <table border="1" data-bbox="630 768 1370 915"> <tr> <td>Mid-term Exam (1-hour)</td> <td style="text-align: center;"><b>40%</b></td> </tr> <tr> <td>Group research project (2,500 - 3,000 words; groups of 3 students)</td> <td style="text-align: center;"><b>60%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="630 989 1370 1087"> <tr> <td>Preparation for assessments</td> <td style="text-align: center;"><b>0%</b></td> </tr> </table> <p>The formative assessment aims to prepare students for the summative assessments.  1<sup>st</sup> Ass: Mid-term exam tests Learning Outcomes: 1, 2.  2<sup>nd</sup> Ass: Group research project tests Learning Outcomes:1, 2 and 3.</p> <p>Students are required to resit failed assessments in this module.</p>	Mid-term Exam (1-hour)	<b>40%</b>	Group research project (2,500 - 3,000 words; groups of 3 students)	<b>60%</b>	Preparation for assessments	<b>0%</b>
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Preparation for assessments	<b>0%</b>						

<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b> Blumberg, B., Cooper, D. &amp; Schindler, P. (latest edition) <i>Business Research Methods</i>. 12<sup>th</sup> edition (or latest). McGraw Hill.</p> <p><b>RECOMMENDED READING:</b></p> <p>Bell, J. &amp; Waters, B. (2018) <i>Doing Your Research Project – a Guide for First Time Researchers</i>. 7<sup>th</sup> ed. Open University Press.</p> <p>Bryman, A. &amp; Bell, E. (2015) <i>Business Research Methods</i>. 4<sup>th</sup> ed. Oxford: Oxford University Press.</p> <p>Creswell, J.W. (2003) <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>. 2<sup>nd</sup> ed. Thousand Oaks: Sage Publications.</p> <p>Miles M.B, Huberman, A.M and Saldana, J. (2014). <i>Qualitative Data Analysis</i>. London, Sage Publications.</p> <p>Myers, M. D. (2013). <i>Qualitative research in business and management</i>. 2<sup>nd</sup> ed. Sage.</p> <p>Pallant, J. (2016). <i>SPSS survival manual</i>. McGraw-Hill Education (UK).</p> <p>Polonsky, M. J., &amp; Waller, D. S. (2018). <i>Designing and managing a research project: A business student's guide</i>. Sage publications.</p> <p>Ridley, D. (2012). <i>The literature review: A step-by-step guide for students</i>. Sage.</p> <p>Robson, C. (2004) <i>Doing Research in the Real World</i>. London: Sage.</p> <p>Saunders, M., Lewis, P., &amp; Thornhill, A. (2015). <i>Research methods for business students</i>. 7<sup>th</sup> ed. Pearson education.</p> <p>Scherbaum, C., &amp; Shockley, K. (2015). <i>Analysing quantitative data for business and management students</i>. Sage.</p> <p>Sekaran, U., &amp; Bougie, R. (2016). <i>Research methods for business: A skill building approach</i>. John Wiley &amp; Sons.</p> <p>Zikmund, W.G., Babin, B.J., Carr, J.C. &amp; Griffin, M. (2012) <i>Business Research Methods</i>. 9<sup>th</sup> ed. Cengage Learning.</p>
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<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p>N/A</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>The Group Research Project has to be prepared using word processing software and using appropriate terminology.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Word Processing Software, Various software applications for Qualitative and Quantitative Data Analysis</p>

<b>WWW RESOURCES:</b>	<p>Students are expected to use the internet at their own discretion to select information on the project. Useful sources include:</p> <p><a href="http://www.statistics.gr">www.statistics.gr</a>  <a href="http://www.eurostat.eu">www.eurostat.eu</a>  <a href="http://www.oecd.com">www.oecd.com</a></p> <p>Databases available through the ACG library</p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The nature and importance of business research  Research and problem-solving - What makes good research?  Fundamentals of Research  The role of information and theory in research</li> <li>2. The research process  Formulating and clarifying the research problem</li> <li>3. Essentials of research  Literature review  Research objectives/questions and hypotheses  Writing the research proposal</li> <li>4. Designing research  Research design and methodology  Ethical issues</li> <li>5. Methods of data collection  Secondary and primary data sources  Sampling design  Qualitative research methods  Quantitative research methods</li> <li>6. Methods of data analysis  Qualitative data analysis  Quantitative data analysis</li> <li>7. Presenting, evaluating, and interpreting the findings</li> </ol>