

DEREE COLLEGE SYLLABUS FOR:		US Credits 3/1/3
BU 3233 BUSINESS RESEARCH METHODS (Updated Spring 2020)		UK LEVEL 5 UK CREDITS: 15
PREREQUISITES:	MA 2021 Applied Statistics or MA 2010 and MA 3111	
CATALOG DESCRIPTION:	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.	
RATIONALE:	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. .	
LEARNING OUTCOMES:	<p>As a result of taking this module, the student should be able to:</p> <ol style="list-style-type: none"> 1. Analyse the different stages and tools of the research process. 2. Examine a range of different methods and techniques used in business research. 3. Apply research knowledge and skills by conducting a business research project, including the collection and analysis of qualitative and quantitative data. 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Training and lab practice on the appropriate software applications necessary for data analysis. ➤ Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples. Use of case studies. ➤ 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. ➤ Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources. 	
ASSESSMENT:	Summative:	

	<table><tr><td>Mid-term Exam (1-hour)</td><td>40%</td></tr><tr><td>Group research project (2,500 - 3,000 words; groups of 3 students)</td><td>60%</td></tr></table> Formative: <table><tr><td>Preparation for assessments</td><td>0</td></tr></table> The formative assessment aims to prepare students for the summative assessments. 1 st Ass: Mid-term exam tests Learning Outcomes: 1,2 2 nd Ass: Group research project tests Learning Outcomes:1,2 and 3	Mid-term Exam (1-hour)	40%	Group research project (2,500 - 3,000 words; groups of 3 students)	60%	Preparation for assessments	0
Mid-term Exam (1-hour)	40%						
Group research project (2,500 - 3,000 words; groups of 3 students)	60%						
Preparation for assessments	0						
INDICATIVE READING:	REQUIRED READING: Blumberg, B., Cooper, D. & Schindler, P. (latest edition) <i>Business Research Methods</i> . 12 th edition (or latest). McGraw Hill. RECOMMENDED READING: <ul style="list-style-type: none">• Bell, J. & Waters, B. (2018) <i>Doing Your Research Project – a Guide for First Time Researchers</i>. 7th ed. Open University Press.• Bryman, A. & Bell, E. (2015) <i>Business Research Methods</i>. 4th ed. Oxford: Oxford University Press.• Creswell, J.W. (2003) <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>. 2nd ed. Thousand Oaks: Sage Publications.• Miles M.B, Huberman, A.M and Saldana, J. (2014). <i>Qualitative Data Analysis</i>. London, Sage Publications.• Myers, M. D. (2013). <i>Qualitative research in business and management</i>. 2nd ed. Sage.• Pallant, J. (2016). <i>SPSS survival manual</i>. McGraw-Hill Education (UK).• Polonsky, M. J., & Waller, D. S. (2018). <i>Designing and managing a research project: A business student's guide</i>. Sage publications.• Ridley, D. (2012). <i>The literature review: A step-by-step guide for students</i>. Sage.• Robson, C. (2004) <i>Doing Research in the Real World</i>. London: Sage.• Saunders, M., Lewis, P., & Thornhill, A. (2015). <i>Research methods for business students</i>. 7th ed. Pearson education.• Scherbaum, C., & Shockley, K. (2015). <i>Analysing quantitative data for business and management students</i>. Sage.						

	<ul style="list-style-type: none"> • Sekaran, U., & Bougie, R. (2016). <i>Research methods for business: A skill building approach</i>. John Wiley & Sons. • Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. (2012) <i>Business Research Methods</i>. 9th ed. Cengage Learning.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	N/A
COMMUNICATION REQUIREMENTS:	The Group Research Project has to be prepared using word processing software and using appropriate terminology.
SOFTWARE REQUIREMENTS:	Word Processing Software, Various software applications for Qualitative and Quantitative Data Analysis
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the project. Useful sources include:</p> <p>www.statistics.gr www.eurostat.eu www.oecd.com Databases available through the ACG library</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The nature and importance of business research <ul style="list-style-type: none"> - Research and problem-solving - What makes good research? - Fundamentals of Research - The role of information and theory in research 2. The research process <ul style="list-style-type: none"> - Formulating and clarifying the research problem 3. Essentials of research <ul style="list-style-type: none"> - Literature review - Research objectives/questions and hypotheses - Writing the research proposal 4. Designing research <ul style="list-style-type: none"> - Research design and methodology - Ethical issues 5. Methods of data collection <ul style="list-style-type: none"> - Secondary and primary data sources - Sampling design - Qualitative research methods - Quantitative research methods

	<ol style="list-style-type: none"> 6. Methods of data analysis <ul style="list-style-type: none"> - Qualitative data analysis - Quantitative data analysis 7. Presenting, evaluating, and interpreting the findings
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