

BUSN 401 Business Research Methods

This course is designed to provide students with the necessary skills and knowledge to address an identified research problem (basic or applied) to develop and use an actionable research proposal. In this process, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. Students will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include: defining research questions; setting appropriate research objectives; study design that incorporates research objectives; secondary and primary data collection and instruments; sampling and analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts (*Prerequisite: MATH 115, Minimum 70 credits*) (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical understanding of business research design options, methodologies and analysis methods.
2. Use specialised level of skills to apply standard research methods.
3. Use a range of approaches to critically analyze and synthesize information relating to research methods.
4. Critically review published research and literature in relation to a chosen area of research.
5. Use specialized level of skills to write and communicate the research proposal with peers, and specialist academic and practitioner audiences.
6. Operate at a specialised level to recognise, and adhere to, the importance of ethical conduct in undertaking research.

Textbook & Course Materials:

- *Schindler, P. (2022). Business Research Methods. 14th ed. Boston: McGraw-Hill/Irwin.*
- *Saunders, M., Lewis, P and Thornhill, A. (2019) Research Methods for Business Students, 8th Edition. Harlow: Pearson.*

Course Content:

1. Business and Management Research, and the Purpose of this Book
2. Choosing a Research Topic and Developing Your Research Proposal
3. Critically Reviewing The Literature
4. Understanding research philosophy and approaches to theory development
5. Formulating the Research Design
6. Research Ethics
7. Utilizing Secondary Data
8. Collecting Data Through Observation
9. Analyzing Data Quantitatively
10. Collect, Prepare and Manage the Data
11. writing the results and analyzing data qualitatively
12. Research Reports: Support insights and Recommendations