

Course Syllabus

1	Course title	Research Methods for Business	
2	Course number	1601103	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	None	
5	Program title	Bachelor of Business Administration	
6	Program code	001	
7	Awarding institution	The University of Jordan	
8	School	School of Business	
9	Department	Department of Business Management	
10	Course level	200	
11	Year of study and semester (s)	2023 /2024 First Semester	
12	Other department (s) involved in teaching the course	None	
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom	
		<input type="checkbox"/> Others.....	
16	Issuing/Revision Date	October 2023	

17 Course Coordinator:

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Name:

Office number:

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Name:

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Contact hours:

A- Aims:

As stated in the approved study plan.

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.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs	SLO (1) Identify and discuss the basic concepts of research methodology	SLO (2) Identify and discuss all the steps involved in the research process	SLO (3). Identify and discuss instrument development, data collection methods, measurement & scaling techniques.	SLO (4) Identify and discuss statistical tools for the analysis of data and hypothesis testing procedure as well as qualitative research techniques.	SLO (5) Develop the skill of doing a research proposal .
SLOs of the course					
1. Describe and define business research and distinguish between applied and basic research	*				
2. Explain what is meant by scientific investigation and discuss the	*	*			

hallmarks of scientific research					
3. Discuss the alternative approaches to research	*				
3. Develop a good problem statement	*	*			
5. Discuss the functions of a literature review	*	*			
6. Discuss the ethical issues of documenting the literature review	*	*			
7. Develop a theoretical framework that includes all the relevant components	*	*			
8. Explain what is meant by research design and Develop an appropriate research design for any given study	*	*			
9. Demonstrate familiarity with various data collection methods	*		*		
10. Describe and know how and when to use different forms of scales	*		*		
11. Explain the different types of experimental designs	*				
12. Operationally define variables	*				
13. Explain how to determine the research sample	*		*		
14. Explain how variables are measured	*		*		
15. Choose appropriate statistical technique for data analysis	*			*	

16. Explain how to arrange the final part of the research report	*				*
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19 Course Description:

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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.

20 Course aims and outcomes:

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
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1	1.1	Introduction to Research	Describe and define business research	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book
	1.2	Introduction to Research	Distinguish between applied and basic research, giving examples	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book
	1.3	-						
2	2.1	Introduction to Research	Explain why managers should know about research	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book
	2.2	Introduction to Research	Demonstrate awareness of the role of ethics in business research	Face to Face	On-campus	Synchronous Lecturing		Required book
	2.3	-						
3	3.1	The Scientific Approach and Alternative Approaches to Investigation	*Explain what is meant by scientific investigation , giving examples of both scientific and non-scientific investigations.	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book
	3.2	The Scientific Approach and Alternative Approaches	* Discuss the seven steps of the hypothetico-deductive method,	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book

		to Investigation	using an example of your own. *Discuss alternative perspectives on what makes good research.					
	3.3	-						
4	4.1	Defining and Refining the Problem	*Identify problem areas that are likely to be studied in organizations. *Narrow down a broad problem into a feasible topic for research using preliminary research.	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam Assignment	Required book
	4.2	Defining and Refining the Problem	*Develop a good problem statement. *Be aware of the role of ethics in the early stages of the research process.	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam Assignment	Required book
	4.3							
5	5.1	The Critical Literature Review	* Discuss the functions of a literature review. * Write a literature review on	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book

			any given topic, documenting the references in the prescribed manner.					
	5.2	The Critical Literature Review	* Discuss the ethical issues of documenting the literature review.	Face to Face	On-campus	Synchronous Lecturing	Mid-Term Exam	Required book
	5.3							
6	6.1	Theoretical Framework and Hypothesis Development	* Discuss the need for a theoretical framework in deductive research. * Describe four main types of variables and identify and label variables associated with any given situation.	Face to Face	On-campus	Synchronous Lecturing	Quiz, Assignment	Required book
	6.2	Theoretical Framework and Hypothesis Development	* Develop a theoretical framework that includes all the relevant components. * Develop a set of hypotheses to be tested.	Face to Face	On-campus	Synchronous Lecturing	Quiz, Assignment	Required book
	6.3							
7	7.1	Elements of Research Design	Explain what is meant by a	Face to Face	On-campus	Synchronous Lecturing	Quiz, Assignment	Required book

			research design.					
	7.2	Elements of Research Design	Explain what is meant by a research design.	Face to Face	On-campus	Synchronous Lecturing	Quiz, Assignment	Required book
	7.3							
8	8.1	Data Collection Methods	* Differentiate primary from secondary data collection methods. * Discuss the advantages and disadvantages of interviewing .	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	8.2	Data Collection Methods	* Define observation and discuss how observation may help to solve business problems. * Discuss the advantages and disadvantages of observation	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	8.3							
9	9.1	Data Collection Methods	* Compare and contrast different types of questionnaires.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book

			* Discuss the advantages and disadvantages of various data collection methods in survey research.					
	9.2	Data Collection Methods	* Demonstrate awareness of the role of ethics in primary data collection.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	9.3							
10	10.1	Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	* Explain how variables are measured. *Explain when operationalization of variables is necessary	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	10.2	Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure	* Describe the characteristics and power of the four types of scales – nominal, ordinal, interval, and ratio.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book

		Sampling Quantitative Data Analysis and Hypothesis Testing	* Describe and know how and when to use different forms of rating scales. * Describe and know how and when to use different forms of ranking scales. * Describe validity and reliability and how they are established and assess the reliability and validity of a scale.					
	10.3							
11	11.1	Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	* Define sampling, sample, population, element, sampling unit, and subject. * Describe and discuss the sampling process.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	11.2	Measurement of Variables: Operational	* Compare and contrast specific probability	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book

		Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	sampling designs.					
	11.3							
12	12.1	Measureme nt of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	* Compare and contrast specific nonprobabili ty sampling designs. * Discuss how hypotheses can be tested with sample data.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	12.2	Measureme nt of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and	* Discuss the factors to be taken into consideratio n for determining sample size and determine the sample size for any given research project.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book

		Hypothesis Testing						
	12.3							
13	13.1	Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	* Describe the means by which the reliability and validity of measures can be assessed.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	13.2	Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing	* Test hypotheses using the appropriate statistical technique. * Describe useful software packages for quantitative data analysis.	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	13.3							
14	14.1	Develop a research proposal	Develop a research proposal	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book



	14.2	Develop a research proposal	Develop a research proposal	Face to Face	On-campus	Synchronous Lecturing	Final Exam	Required book
	14.3		-					
15	15.1	Revision						
	15.2							
	16.1	Final Exam						

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:					
Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Quiz	10	Chapter 5,6	5,6	will be determined during the semester	On Campus
Participation	10	All Chapters	1-5		
Mid-Term Exam	30	Chapter 1,2,3,4	1, 2, 2.1, 3, 4.1	will be determined during the semester	On Campus
Final Exam	50	All Chapters	1-5	will be determined during the semester	On Campus

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

Students should have an account on the university's E-Learning Platform.

24 Course Policies:

A- 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.

B- Absences from exams and submitting assignments on time:



Homework should be submitted on time. Make up exams will be held for those students having permission from the deputy dean for students' affairs.

C- Health and safety procedures:

If a student is coughing or sneezing, he should wear a mask and keep a distance from his colleagues.

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Cheating and plagiarism will be dealt with according to the university disciplinary rules.

E- Grading policy:

Grading is explained and specified to students through formal lectures, according to each evaluation method.

F- Available university services that support achievement in the course:

Learning Platform and Library Services.

25 References:

A- Required book(s), assigned reading and audio-visuals:

Uma Sekaran & Bougie, R. (2016). Research Methods for Business. A Skill Building Approach. Seventh Edition / John Wiley & Sons

B- Recommended books, materials, and media:

Professor will provide additional reading material, study cases and media throughout the semester.

26 Additional information: /

Name of Course Coordinator: Dr. Taghrid Suifan, Prof.	Signature: Taghrid	Date: October 2023
Head of Curriculum Committee/Department:	Signature:	
Head of Department:	Signature:	
Head of Curriculum Committee/Faculty: -----	Signature: -----	
Dean: -----	Signature: -----	