

**Course Syllabus**

1. <u>Department Name:</u>	Business Management				
2. <u>Program Name:</u>	Master of Business Administration				
3. <u>Program Code:</u>					
4. <u>Course Code and Title:</u>	(1601702) Research Methods for Business				
5. <u>Course credits:</u>	3				
6. <u>Pre-requisites:</u>					
7. <u>Course Instructor / Coordinator Name, Email and Office hours</u>	Prof. Mohammad Tarawneh				
8. <u>Course web-page:</u>					
9. <u>Academic year:</u>	2021 - 2022				
10. <u>Semester:</u>	×	First	Second	1 <sup>st</sup> Summer	2 <sup>nd</sup> Summer
11. <u>Textbook(s):</u>	Uma Sekeran and Roger Bougie, Research Methods for Business, 7 <sup>th</sup> Edition (2016), John Wiley and Sons				
12. <u>References:</u>	Zikmund et al. Business Research Methods, 9 <sup>th</sup> Edition. (2013) Southwestern				
13. <u>Other resources used (e.g. periodicals, software, eLearning, site visits, etc.):</u>	Library resources such as books, Journals, research papers in addition to internet resources.				
14. <u>Course Description</u>	<p>This course aims at exposing the students to the importance of scientific research in general and in the business in particular. It also aims at equipping the students with the required skills to carry out scientific research. These skills include determining research problem and objectives, determining the needed data and its sources and methods of Collection, the ability to organize and present the data, the ability to analyze the data and interpreting the results in accordance with the research problem and objectives. These in addition to enabling the students to prepare a good research design and write a good research paper.</p>				

**15. Course Intended Learning Objectives Pilos:**

- a) Understand the meaning, types, different approaches to scientific research, and its importance.
- b) Understand how to define and refine the research problem.
- c) Being exposed to multiple sources of data collection methods in order to have a rigorous theoretical background.
- d) Understand how to screen literature and building a parsimonious theoretical framework.
- e) Being able to measure the variables in the theoretical framework to facilitate the process of data collection.
- f) Being able to diagnosing and determining the interaction between research variables in accordance with research problem and objectives.
- g) How to determine and apply the appropriate data Collection method or methods (observation, interview, and questionnaire).
- h) Knowing how to determine the domain of research, in terms of population and sample.
- i) Knowing how to determine the appropriate sampling method or methods.
- j) Determining and applying the appropriate statistical methods in accordance with research hypotheses.
- k) Being able to write a scientific research paper in a clear and parsimonious design.

### Mopping to piLos

Cilos	a	b	c	d	e	f	g	h	i	j	k
1- Understand the importance and the meaning of scientific research.	×										
2- Understand how to define and refine research problem.	×	×	×								
3- Understand how to build a research model.				×	×						
4- Understand how to collect data from the appropriate sources.				×	×						
5- Understand how to build a research model.		×	×		×	×	×				
6- Understand how to analyze the research model.								×	×	×	
7- Understand how to build a suitable research design.	×	×	×	×	×	×	×	×	×	×	×
8- Understand how to write research proposal and research report.	×	×	×	×	×	×	×	×	×	×	×

**16. Course evaluation:**

<b>Assessment Type</b>	<b>Relation to Cilos</b>	<b>Number</b>	<b>Weight</b>	<b>Data</b>
Mid – Term Exam	1 – 5	1	30%	9 <sup>th</sup> week
Quizzes and Assignments	-	-	-	-
Cases and project	1 – 8	1	30%	15 <sup>th</sup> week
Final Exam	1 – 8	1	40%	16 <sup>th</sup> week
Total			100%	

**17. Description of Topics covered (from the textbook)**

Chapter 1. Introduction to Research	This chapter explains the meaning of business research, types of research, importance of research, and the role of ethics in business research.
Chapter 2. The Scientific approach and alternative approaches to investigation	This chapter discusses the hallmarks of scientific research and alternative approaches to research.
Chapter 3. Defining and refining the problem.	This chapter explains how to identify problem area, develop a good problem statement, and how to develop a good research proposal.
Chapter 4. The critical Literature review.	This chapter discusses the function of literature review, Sources of data Collection, and ethical documentation.
Chapter 5. Theoretical framework and hypothesis testing	This chapter discusses the need for theoretical framework in deductive research, Identifying study variables, developing theoretical framework, and development of study hypotheses.

Chapter 6. Elements of research design.	This chapter explains the meaning of research design, and how to develop an appropriate research design for any study.
Chapter 7. Interviews	This chapter focuses on how to plan, design and carry out personal and group interviews, in addition to discussion to advantages and disadvantages of interviewing.
Chapter 8. Data collection methods: observation	This chapter explains the role of observation in data collection, the Issues related to each of the participant observation and structured observation, and the advantages and disadvantages of observation.
Chapter 9. Administering questionnaire	This chapter clarifies the main principles for writing a good questionnaire, the characteristics of a good questionnaire, and how to write a good questionnaire.
Chapter 11. Measurement of variables: Operational definition	This chapter explains how to determine the dimensions and elements of each variable and how to translate them into questions.
Chapter 12. Measurement: Scaling, reliability and validity.	This chapter explains the main types of scales in terms of power and application, in addition to the difference between reflective and formative Scales. This in addition to clarifying the main types of validity and reliability.
Chapter 13. Sampling	The main focus of this chapter is on Clarifying the Sampling process, the probabilistic and nonprobabilistic Sampling designs, and sample size determination.

Chapter 15. Quantitative Data Analysis: Hypothesis Testing	This chapter explains Selected topics of analytical Statistics and when and how to use them in testing hypotheses.
Chapter 16. Qualitative data analysis	This chapter clarifies the main steps of qualitative data analysis, the main methods of qualitative data analysis, and the validity and reliability of qualitative research.
Chapter 17. The research report	This chapter explains how to write a thorough and complete research report.

<b>Week</b>	<b>Topic</b>
1	Ch. 1. Introduction to research
2	Ch. 2. The scientific approach and alternative approaches to investigation.
3	Ch. 3. Defining and refining the problem.
4	Ch. 4. The critical literature review.
5	Ch. 5. Theoretical framework and hypothesis testing.
6	Ch. 11. Measurement of variables: Operational definition
7	Ch.9. Administrating questionnaire
8	Ch. (7 + 8) interviews + objectivation
9	Mid – term exam
10	Ch.13. Sampling
11	Ch. 12. Measurement: Scaling, reliability and validity.
12	Ch. 15. Quantitative Data Analysis: Hypothesis testing
13	Ch. 16. Qualitative data analysis
14	Ch. 6. The research design Ch. 17. The research report
15	Projects discussion
16	Final Exam

**University of Jordan**  
**Jordan University Business school (JUBS)**

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<b>18. <u>Others:</u></b>	
	<i>Description</i>
<i>Attendance policies:</i>	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.
Absences from exams and handing in assignments on time:	Assignments should be submitted on time. Make up exams will be held for those students having permission from the deputy dean for student's affairs.
Health and safety procedures:	
Honesty policy regarding cheating, plagiarism, misbehavior:	Cheating and plagiarism will be dealt with according to the university disciplinary rules.

<b>Course instructor:</b>	Prof. Mohammad Tarawneh	
<b>Head of Department:</b>	Dr. Taghrid Sufian	
<b>Head of curriculum committee / School level:</b>		
<b>Dean:</b>	Professor Fayez Haddad	
<b>Approved by the program Coordinator/ Head of the Department on:</b>		

<b><u>Copy to:</u></b>
<b>Head of Department</b>
<b>Assistant dean for Development and Quality Assurance</b>
<b>Course Portfolio</b>

