



<b>Form:</b> <b>Course Syllabus</b>	<b>Form Number</b>	EXC-01-02-02A
	<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
	<b>Number and Date of Revision or Modification</b>	2023/10/15
	<b>Deans Council Approval Decision Number</b>	265/2024/24/3/2
	<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
	<b>Number of Pages</b>	06

<b>1.</b>	<b>Course Title</b>	Research Methods
<b>2.</b>	<b>Course Number</b>	1601702
<b>3.</b>	<b>Credit Hours (Theory, Practical)</b>	3
	<b>Contact Hours (Theory, Practical)</b>	3
<b>4.</b>	<b>Prerequisites/ Corequisites</b>	Applied Statistics
<b>5.</b>	<b>Program Title</b>	Master of Business Administration
<b>6.</b>	<b>Program Code</b>	011
<b>7.</b>	<b>School/ Center</b>	Business
<b>8.</b>	<b>Department</b>	Business Management
<b>9.</b>	<b>Course Level</b>	Master
<b>10.</b>	<b>Year of Study and Semester (s)</b>	2025-2026 First
<b>11.</b>	<b>Program Degree</b>	Master
<b>12.</b>	<b>Other Department(s) Involved in Teaching the Course</b>	Marketing
<b>13.</b>	<b>Learning Language</b>	English
<b>14.</b>	<b>Learning Types</b>	<input type="checkbox"/> Face to face learning <input type="checkbox"/> *Blended <input type="checkbox"/> Fully online
<b>15.</b>	<b>Online Platforms(s)</b>	<input type="checkbox"/> *Moodle * <input type="checkbox"/> Microsoft Teams
<b>16.</b>	<b>Issuing Date</b>	September 2025
<b>17.</b>	<b>Revision Date</b>	November 2025

**18. Course Coordinator:**

Name: Rateb. J Sweis	Contact hours: Monday: 4:00-5:00
Office number:	Phone number: 065355000 ext 24181
Email: r.sweis@ju.edu.jo	



### 19. Other Instructors: N/A

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

### 20. Course Description:

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.

### 21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



2.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs	The learning levels to be achieved	Course ILOs #						Remembering	
		Remembering	Understanding	Applying	Analysing	evaluating	Creating		
1	*	*						1.	*
2	*	*						2.	*
3			*	*	*			3.	
4			*	*				4.	*
5			*	*				5.	*
6			*	*	*	*		6.	*
7			*	*	*			7.	*
8			*	*				8.	*
9		*			*			9.	*

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C



1		*				2	5	
2	*					4		2
3		*				4	2	
4		*				3		1
5			*			2		4
6			*			1	3	
7				*		3		4
8					*	2	4	

\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

#### 24. Topic outline and schedule

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Chapter 1. Introduction to Research	1	Face to Face	Moodle and Microsoft Teams	Synchronous	Mid Term Exam; Cases discussions/ Assignments	Lectures; PowerPoint Slides, Cases Discussions
2	2.1	Chapter 2. The Scientific	2	Face to Face	Moodle and	Synchronous	Mid Term Exam;	Lectures; PowerPoint Slides,



		approach and alternative approaches to investigation			Microso ft Teams		Cases discussio ns/ Assignme nts	Cases Discussio ns
3	3.1	Chapter 3. Defining and refining the problem.	3	Face to Face	Moodle and Microso ft Teams	Synchro nous	Mid Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
4	4.1	Chapter 4. The critical Literature review.	3	Face to Face	Moodle and Microso ft Teams	Synchro nous	Mid Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
5	5.1	Chapter 5. Theoretical framework and hypothesis testing	4	Face to Face	Moodle and Microso ft Teams	Synchro nous	Mid Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
6	6.1	Chapter 6. Elements of research design.	4	Face to Face	Moodle and Microso ft Teams	Synchro nous	Mid Term Exam; Cases discussio ns/	Lectures; PowerPoi nt Slides, Cases



							Assignments	Discussions
7	7.1	Chapter 7. Interviews	5	Face to Face	Moodle and Microsoft Teams	Synchronous	Mid Term Exam; Cases discussions/ Assignments	Lectures; PowerPoint Slides, Cases Discussions
8	8.1	Chapter 8. Data collection methods: observation	5	Face to Face	Moodle and Microsoft Teams	Synchronous	Mid Term Exam; Cases discussions/ Assignments	Lectures; PowerPoint Slides, Cases Discussions
9	9.1	Chapter 9. Administering questionnaire	1-4		On Campus			Lectures; PowerPoint Slides, Cases Discussions
10	10.1	Mid-Term Exam	6	Face to Face	Moodle and Microsoft Teams	Synchronous	Final Term Exam; Cases discussions/ Assignments	Lectures; PowerPoint Slides, Cases Discussions
11	11.1	Chapter 11. Measurement	6	Face to Face	Moodle and	Synchronous	Mid Term	Lectures; PowerPoi



		types of variables: Operational definition			Microso ft Teams		Exam; Cases discussio ns/ Assignme nts	nt Slides, Cases Discussio ns
12	12.1	Chapter 12. Measuremen t: Scaling, reliability and validity.	7	Face to Face	Moodle and Microso ft Teams	Synchro nous	Final Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
13	13.1	Chapter 13. Sampling	8,9	Face to Face	Moodle and Microso ft Teams	Synchro nous	Final Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
14	14.1	Chapter 15. Quantitative Data  Analysis: Hypothesis Testing	8,9	Face to Face	Moodle and Microso ft Teams	Synchro nous	Final Term Exam; Cases discussio ns/ Assignme nts	Lectures; PowerPoi nt Slides, Cases Discussio ns
15	15.1	Chapter 16. Qualitative data analysis						



		+ Research Report					
16	16.1	Final Exam			On Campus		

#### 25. Evaluation Methods:

assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	ILO/s Linked to the Evaluation activity	Period (Week)	Platform
Project	30	Different	Different	Week 12	Moodle
Mid Term Exam	30	Different	1-	Week 6	Moodle
Final Exam	40	All covered topics		Week 16	Moodle

#### 26. Course Requirements:

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

#### 27. Course Policies:



#### A. Attendance Policies

- Regular attendance is expected and strongly encouraged.
- Students must attend at least 80% of scheduled classes to be eligible for full participation marks.
- Absences must be justified with official documentation (e.g., medical reports, university-approved activities).
- Active participation in discussions and group work is part of the learning process and contributes to the final grade.

#### B. Absences from Exams and Submitting Assignments on Time

- **Exams:** Missing a scheduled exam without prior approval or valid documentation (e.g., medical emergency) will result in a zero grade.
- **Assignments:** Assignments must be submitted by the stated deadline. Late submissions will incur a penalty of 10% per day, up to a maximum of 5 days. After that, the assignment will not be accepted unless prior arrangements were made.
- Extensions may be granted for documented emergencies or university-sanctioned activities.

#### C. Health and Safety Procedures

- Students must comply with all university health and safety regulations, including those related to classroom conduct, emergency procedures, and public health guidelines.
- In case of illness, students should notify the instructor and seek medical attention.
- Any health-related accommodations must be coordinated through the university's student services office.

#### D. Honesty Policy Regarding Cheating, Plagiarism, Misbehavior

- Academic integrity is strictly enforced.
- **Cheating** on exams or assignments will result in disciplinary action, which may include failure of the course or expulsion.
- **Plagiarism** (using others' work without proper citation) is a serious offense and will be penalized.
- Misbehavior or disruption in class will not be tolerated and may lead to removal from the course.



- All students must adhere to the university's code of conduct and academic honesty policy.

#### E. Grading Policy

- Final grades will be based on the following components:
  - **Assignments and Projects:** 30%
  - **Midterm Exam:** 30%
  - **Final Exam:** 40%
- Feedback will be provided on all assessments to support learning and improvement.

#### F. Available University Services That Support Achievement in the Course

- **Library Services:** Access to statistical databases, journals, and research support.
- **Writing Center:** Help with academic writing, referencing, and thesis preparation.
- **IT Support:** Assistance with statistical software (e.g., SPSS, R, Python).
- **Career Services:** Workshops and resources for career planning and internships.

#### 28. References:

	<p><b>A- Requirements:</b></p> <p><i>Introduction</i></p> <p><u>Textbook(s)</u><i>(Make sure you have one textbook – resource materials online)</i></p> <p>Uma Sekaran &amp; Bougie, R. (2016). Research Methods for Business. A Skill Building Approach. Seventh Edition / John Wiley &amp; Sons</p>	
	Supplementary Materials:	
	Zikmund, W.G. (2020) Business Research Methods. 6th Edition, The Dryden Press, Fort Worth.	



**29. Additional information:**

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Name of the Instructor or the Course

Signature:

Date:

Coordinator:

.....

.....November

...Rateb. J

...

2025.....

Sweis.....

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Name of the Head of Quality Assurance  
Committee/ Department

Signature:

Date:

Name of the Head of Department

Signature:

Date:

Name of the Head of Quality Assurance  
Committee/ School or Center

Signature:

Date:

Name of the Dean or the Director

Signature:

Date:

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