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

| | | |
|-----|--|--|
| 1. | Course Title | Research Methods for Business |
| 2. | Course Number | 1601103 |
| 3. | Credit Hours (Theory, Practical) | 3 |
| | Contact Hours (Theory, Practical) | 3 |
| 4. | Prerequisites/ Corequisites | None |
| 5. | Program Title | Bachelor of Business Administration |
| 6. | Program Code | 010 |
| 7. | School/ Center | The University of Jordan / School of Business |
| 8. | Department | Department of Business Management |
| 9. | Course Level | Second Year |
| 10. | Year of Study and Semester (s) | 2025/2026 First Semester |
| 11. | Program Degree | Bachelor |
| 12. | Other Department(s) Involved in Teaching the Course | - |
| 13. | Learning Language | English |
| 14. | Learning Types | <input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online |
| 15. | Online Platforms(s) | <input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams |
| 16. | Issuing Date | 29/9/2025 |
| 17. | Revision Date | 29/9/2025 |

18. Course Coordinator:

| | |
|---|---|
| Name: Prof. Dr. Taghrid Suifan | Contact hours:(Mon: 9:00- 10:00) (Wed: 9:00- 10:00) |
| Office number: 5355000 / 24244 | Phone number: 5355000 / 24244 |
| Email: t.suifan@ju.edu.jo | |

**19. Other Instructors: /**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. Course Description:

As stated in the approved study plan.

This course is designed to introduce students to research methods applicable to most business research and other studies related to social phenomena. The topics covered include an introduction to the scientific method, the research process, ethics in research, research design, measurement, sampling, data collection, analysis, and report writing.

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. Examine the main concepts, principles and theories associated with business management and discuss a substantial body of subject-based knowledge of business. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Apply problem solving, critical thinking and decision making skills to solve problems related to business management and recommend further actions. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. Develop intellectual and transferrable personal and communication skills applicable to further study and careers. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 4. Design a clearly written, concise business model analyses, and deliver clear, well organized, persuasive oral presentations. | <input checked="" type="checkbox"/> | <input 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 | | | | | | Competencies |
|--|------------------------------------|------------|-------|---------|----------|--------|--------------|
| | Remember | Understand | Apply | Analyse | Evaluate | Create | |
| 1. Describe and define business research and distinguish between applied and basic research | x | x | | | | | |
| 2. Explain what is meant by scientific investigation and discuss the hallmarks of scientific research | x | x | | | | | |
| 3. Discuss the alternative approaches to research | x | x | | | | | |
| 4. Develop a good problem statement | | | x | | | | |
| 5. Discuss the functions of a literature review | x | x | | | | | |
| 6. Discuss the ethical issues of documenting the literature review | | x | | | | | |
| 7. Develop a theoretical framework that includes all the relevant components | | | x | | | | |
| 8. Explain what is meant by research design and Develop an appropriate research design for any given study | x | x | | | | | |
| 9. Demonstrate familiarity with various data collection methods | | | x | | | | |



| | | | | | | | |
|---|---|---|---|---|--|--|---|
| | | | | | | | |
| 10. Describe and know how and when to use different forms of scales | x | x | | | | | |
| 11. Explain the different types of experimental designs | | x | | | | | |
| 12. Operationally define variables | x | | | | | | |
| 13. Explain how to determine the research sample | | x | | | | | |
| 14. Explain how variables are measured | | x | | | | | |
| 15. Choose an appropriate statistical technique for data analysis | | | x | x | | | |
| 16. Explain how to arrange the final part of the research report | | | | | | | x |

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 Examine the main concepts, principles, and theories associated with business management and discuss a substantial body of subject-based knowledge of business. | 2 Apply problem-solving, critical thinking, and decision-making skills to solve problems related to business management and recommend further actions. | 3 Develop intellectual and transferrable personal and communication skills applicable to further study and careers. | 4 Design a clearly written, concise business model analysis, and deliver clear, well-organized, persuasive oral presentations. | Descriptors** | | |
|---|---|---|--|---|---------------|---|---|
| | | | | | A | B | C |
| 1. Describe and define business research and distinguish between applied and basic research | x | | | | x | | |
| 2. Explain what is meant by scientific investigation and | x | | | | x | | |



| | | | | | | | |
|--|---|---|--|---|---|---|---|
| discuss the hallmarks of scientific research | | | | | | | |
| 3. Discuss the alternative approaches to research | x | | | | x | | |
| 4. Develop a good problem statement | | x | | | | x | |
| 5. Discuss the functions of a literature review | x | | | | x | | |
| 6. Discuss the ethical issues of documenting the literature review | x | | | | x | | |
| 7. Develop a theoretical framework that includes all the relevant components | | x | | | | x | |
| 8. Explain what is meant by research design and Develop an appropriate research design for any given study | x | | | | x | | |
| 9. Demonstrate familiarity with various data collection methods | | x | | | | x | |
| 10. Describe and know how and when to use different forms of scales | x | | | | x | | |
| 11. Explain the different types of experimental designs | x | | | | x | | |
| 12. Operationally define variables | x | | | | x | | |
| 13. Explain how to determine the research sample | x | | | | x | | |
| 14. Explain how variables are measured | x | | | | x | | |
| 15. Choose an appropriate statistical technique for data analysis | | x | | | | x | |
| 16. Explain how to arrange the final part of the research report | | | | x | | | x |

*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 | Orientation and Discussion of the Syllabus and Course. | 1 | Face to Face | E-Learning | Synchronous | | |
| | 1.2 | Introduction to Research | | Face to Face | E-Learning | Synchronous | Mid Term Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 1.3 | - | | | | | | |
| 2 | 2.1 | Introduction to Research | 1 | Face to Face | E-Learning | Synchronous | Mid Term Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 2.2 | Introduction to Research | 1 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 2.3 | - | | | | | | |
| 3 | 3.1 | The Scientific Approach and Alternative Approaches to Investigation | 2,3 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 3.2 | The Scientific Approach and Alternative | 2,3 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases | Textbook, Online Resources, Lecture, |



| | | Approaches to Investigation | | | | | discussions/ Assignments | PowerPoint Slides |
|---|-----|---|-----|--------------|------------|-------------|---|--|
| | 3.3 | - | | | | | | |
| 4 | 4.1 | The Scientific Approach and Alternative Approaches to Investigation | 2,3 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 4.2 | The Scientific Approach and Alternative Approaches to Investigation | 2,3 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 4.3 | - | | | | | | |
| 5 | 5.1 | Defining and Refining the Problem | 4 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 5.2 | Defining and Refining the Problem | 4 | Face to Face | E-Learning | Synchronous | Mid Term and Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 5.3 | | | | | | | |
| 6 | 6.1 | The Critical Literature Review | 5,6 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 6.2 | The Critical Literature Review | 5,6 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 6.3 | | | | | | | |
| 7 | 7.1 | Theoretical Framework | 7 | Face to Face | E-Learning | Synchronous | Final Exam; Cases | Textbook, Online |



| | | | | | | | | |
|----|------|--|---|--------------|------------|-------------|--|--|
| | | and Hypothesis Development | | | | | discussions/ Assignments | Resources, Lecture, PowerPoint Slides |
| 7 | 7.2 | Theoretical Framework and Hypothesis Development | 7 | | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 7.3 | | | Face to Face | | | | |
| | 8.1 | Elements of Research Design | 8 | | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| 8 | 8.2 | 24/11/2025 Midterm Exam <i>In case of any changes, students will be notified</i> | 8 | | E-Learning | Synchronous | - | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 8.3 | | | Face to Face | | | | |
| | 9.1 | Elements of Research Design | | | | | | |
| 9 | 9.2 | Data Collection Methods | 9 | | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| | 9.3 | | | Face to Face | | | | |
| | 10.1 | Data Collection Methods | 9 | | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, PowerPoint Slides |
| 10 | 10.2 | Data Collection Methods | 9 | | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments | Textbook, Online Resources, Lecture, |



| | | | | | | | |
|----|------|--|-------|--------------|------------|-------------|--|
| | | | | | | | PowerPoint Slides |
| | 10.3 | | | | | | |
| 11 | 11.1 | Data Collection Methods | 9 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments |
| | 11.2 | Data Collection Methods | 9 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments |
| | 11.3 | | | | | | |
| 12 | 12.1 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing | 10-16 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments |
| | 12.2 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing | 10-16 | Face to Face | E-Learning | Synchronous | Final Exam; Cases discussions/ Assignments |



| | | | | | | | |
|----|------|--|-------|--------------|------------|-------------|--|
| | | | | | | | |
| | 12.3 | | | | | | |
| 13 | 13.1 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing | 10-16 | Face to Face | E-Learning | Synchronous | Textbook, Online Resources, Lecture, PowerPoint Slides Final Exam; Cases discussions/ Assignments |
| | | | | | | | |
| 13 | 13.2 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing | 10-16 | Face to Face | E-Learning | Synchronous | Textbook, Online Resources, Lecture, PowerPoint Slides Final Exam; Cases discussions/ Assignments |
| | | | | | | | |
| 14 | 14.1 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and | 10-16 | Face to Face | E-Learning | Synchronous | Textbook, Online Resources, Lecture, PowerPoint Slides Final Exam; Cases discussions/ Assignments |



| | | | | | | | | | | | | | | |
|----|------|--|-------|--|--------------|--|--|------------|-------------|--|--|--|--|--|
| | | Hypothesis Testing | | | | | | | | | | | | |
| | 14.2 | Measurement of Variables: Operational Definition, Scaling, Reliability, Validity, Goodness of Measure Sampling Quantitative Data Analysis and Hypothesis Testing | 10-16 | | | | | E-Learning | Synchronous | | | | | |
| | 14.3 | - | | | | | | | | | | | | |
| 15 | 15.1 | Revision | | | Face to Face | | | | | | | | | |
| | 15.2 | - | | | | | | | | | | | | |
| | 15.3 | - | | | | | | | | | | | | |

25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

| Evaluation Activity | *Mark wt. | CLO's | | | | | | | | | | | | | | | |
|-----------------------------|-----------|-------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| First Exam | 30% | x | x | x | x | x | x | | | | | | | | | | |
| Second Exam –If any (quiz) | 10% | | | | | | | x | x | | | | | | | | |
| Final Exam | 50% | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | |
| **Class work | 10% | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | |
| Projects/reports | - | | | | | | | | | | | | | | | | |
| Research working papers | - | | | | | | | | | | | | | | | | |
| Field visits | - | | | | | | | | | | | | | | | | |
| Practical and clinical | - | | | | | | | | | | | | | | | | |
| Performance Completion file | - | | | | | | | | | | | | | | | | |
| Presentation/exhibition | - | | | | | | | | | | | | | | | | |



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|--------------------------|------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Any other approved works | - | | | | | | | | | | | | | |
| Total 100% | 100% | | | | | | | | | | | | | |

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

| No. of questions/ cognitive level | | | | | | No. of questions per CLO | Total exam mark | Total no. of questions | CLO/ Weight | CLO no. |
|-----------------------------------|--------------|-------------|-----------|----------------|--------------|--------------------------|-----------------|------------------------|-------------|---------|
| Create %10 | Evaluate %10 | analyse %10 | Apply %20 | Understand %20 | Remember %30 | | | | | |
| | | | | | | | | | | 1 |
| | | | | | | | | | | 2 |
| | | | | | | | | | | 3 |
| | | | | | | | | | | 4 |

Final exam specifications table

| No. of questions/ cognitive level | | | | | | No. of questions per CLO | Total exam mark | Total no. of questions | CLO Weight | CLO no. |
|-----------------------------------|--------------|-------------|-----------|----------------|--------------|--------------------------|-----------------|------------------------|------------|---------|
| Create %10 | Evaluate %10 | analyse %10 | Apply %20 | Understand %20 | Remember %30 | | | | | |
| | | | | | | | | | | 1 |
| | | | | | | | | | | 2 |
| | | | | | | | | | | 3 |
| | | | | | | | | | | 4 |
| | | | | | | | | | | 5 |

26. 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.

**27. 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:

In accordance with the instructions governing the University of Jordan, System No. (94) of 1999, regarding student discipline at the University of Jordan and its amendments, cheating or attempting it is strictly prohibited. Students are subject to penalties as outlined in Article (5).

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.

28. 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:

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

29. Additional information:

/

Name of the Instructor or the Course Coordinator:

Dr. Taghrid Saleh Sufan, Prof.

Name of the Head of Quality Assurance Committee/ Department

Signature:

Taghrid

Signature:

Date:

September,2025

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: