The University of Jordan

Faculty: Faculty of Business   **Department: Business Management**
Semester: **Academic Year: 2013/2014**

Research Methods (1601702)

Course Description

This course is a skills building approach that is concise and straightforward introduction for students to the world of business research. It provides students with practical perspectives of how research can be applied in real business situations.

Learning Objectives

This course aims at providing the students with the basic skills of scientific research. These include determining the research problem, data collection, research design, data analysis, and writing the final report. In addition to that, certain topics of inferential statistics will be reviewed and their applications will be clarified.

Intended Learning Outcomes (ILOs):
Successful completion of the course should lead to the following outcomes:

A. Knowledge and Understanding: Student is expected to
A1- Explain what research is and distinguish between different types of researches.
A2- Explain the hallmarks of the scientific research
A3- Explain different parts of research

B. Intellectual Analytical and Cognitive Skills: Student is expected to
B1- Describe the process of induction and deduction
B2- Able to distinguish between different research types and parts

C. Subject- Specific Skills: Students is expected to
 C1- Know the characteristics and power of different types of scale
C2- Able to identify problem areas that needed to be study
C3- Understand the concepts of validity and reliability

D. Transferable Key Skills: Students is expected to
D1-Write a scientific research
D2- Able to criticize researches and different studies
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ILOs: Learning and Evaluation Methods

ILO/s	Learning Methods	Evaluation Methods
	- **Lectures** - **Students' active participation in purposeful class discussion.** - **The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.** - **Individual questions regarding course contents/subjects.**	**Exam, Quiz, presentation, project, assignments**

Course Contents

Content	Reference	Week	ILO/s
Introduction to research	Required Text	1	- Definition of scientific research - Types of research - Characteristics of scientific research
Scientific investigation	Required Text	2+3	- The Hallmarks of Scientific Research - Some obstacles to conducting scientific research in the management area - The building blocks of science in research - The hypothetico deductive method
The research process: the broad problem area and defining the problem statement	Required Text	4	- Determining the research area or field - Preliminary data collection - Problem definition - Determination of research objectives
The research process: theoretical framework and hypothesis development	Required Text	5+6	- definition of the theoretical framework - Components of the theoritical framework - Types of variables - Measurement of variables - Operational definition - Scales of measurement - Hypotheses phrasing(statement) - Hypothesis definition - Types of hypotheses
The research process: elements of research design	Required Text	7	- The research design - Purpose of the study: expletory, description, hypothesis testing, case study analysis - Type of investigation: causal versus correlation; - Extent of researcher interference with the study

Measurement of variables: operational definition	Required Text	8	• Measurement of variables • Operational definitions (operationalization) • International dimensions of operational definition
Measurement: scaling, reliability, validity	Required Text	9	• Types of Sxcale • Scaling techniques • International dimensions of scaling • Goodness of measure • Internal consistency • Validity • Reliability
Data collection method	Required Text	10	• Observation • Interview • Questionnaire • Other methods • Validity and Reliability
Experimental designs	Required Text	11	• Causal and correlation analysis • Lab and field experiments • Internal and external validity in experimental designs • Different types of experimental designs
Sampling	Required Text	12+13	• sampling • Importance of sampling • Types of sampling • Sample size determination
Quantitative data analysis: hypothesis testing	Required Text	14	• Parametric methods • Assumptions • z test • t test • F test • X2 test • Selected non parametric methods
Qualitative data analysis	Required Text	15	• Data reduction • Data display • Drawing conclusions • Content analysis • Reliability and Validity in qualitative research
Review and Final Exam	Required Text	16	

Learning Methodology

- Lectures and discussions
- Reports and assignment
- Case studies
- Group work

Projects and Assignments

- Research report
- Assignments

Evaluation

Evaluation	Point %	Date
Midterm Exam	30%	Will be assigned by the professor during the semester in class
Research Report	30%	Will be assigned by the professor during the semester in class
Final Exam	40%	Will be assigned by the professor during the semester in class

Main Reference/s:

Uma   sekaran, and Roger Bougie, Research methods for Business; 5th edition,   Hohn Wiely and Sons, Inc. 2011.

Referce/s

- William, G. Zikmud Methods Reseacrch Business, Sixth ed., Harcourt Inc., 2000.