

BUSN 401 Business Research Methods

This course is designed to provide students with the necessary skills and knowledge to address an identified research problem (basic or applied) to develop and use an actionable research proposal. In this process, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. Students will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include: defining research questions; setting appropriate research objectives; study design that incorporates research objectives; secondary and primary data collection and instruments; sampling and analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts. *(Prerequisite: MATH 115, Minimum 70 credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical understanding of business research design options, methodologies and analysis methods.
2. Apply the appropriate research approaches and methods.
3. Analyze the wide range of research designs and data collection methods available to the business researcher and develop skills in the application of these methods.
4. Critically review published research and literature in relation to a chosen area of research.
5. Write and present research proposals/reports and outcomes for academic and practitioner audiences.
6. Recognize, and adhere to, the importance of ethical conduct in undertaking research.

Text Book & Course Materials:

- *Schindler, P. (2022). Business Research Methods. 14th ed. Boston: McGraw-Hill/Irwin.*

Course Content:

1. Business and Management Research, and the Purpose of this Book
2. Choosing a Research Topic and Developing Your Research Proposal
3. Critically Reviewing The Literature
4. Understanding research philosophy and approaches to theory development
5. Formulating the Research Design
6. Research Ethics
7. Utilizing Secondary Data
8. Collecting Data Through Observation
9. Analyzing Data Quantitatively
10. Collect, Prepare and Manage the Data
11. writing the results and analyzing data qualitatively
12. Research Reports: Support insights and Recommendations