



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-431	Research Methods in Business	6
Prerequisites	Department	Semester
None	Management & MIS	Fall/Spring
Type of Course	Field	Language of Instruction
Required	MIS	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Michalis Koutsoulis	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide an overview of the whole research process.
- Appreciate the value of business research towards the effort of improvement the business environment.
- Be able to recognize the various research paradigms.
- Understand the steps of a research through a research project (from the problem statement through the analysis of the results).
- Provide knowledge on both, qualitative and quantitative research methods.
- Experience basic statistical terms and their use in business.
- Build research instruments for use in business.
- Interpret SPSS results (Frequencies, t-test, ANOVA, Cross tabulation, Correlation).
- Recognize themselves as researchers in the field – action research.
- Recognize the need for the researcher to appreciate ethics in research.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop a research hypothesis (students should be able to understand the process of developing a research hypothesis).
2. Consider the existing literature (students should be able to consider, evaluate and properly cite current research depending on the area they are investigating).

3. Distinguish different ways of empirical research and their implications and elaborate on empirical instruments. Experience the basic types of research that can be used in the study of business problems (questionnaire, observation, interview, content analysis and experimental research).
4. Elaborate empirical instruments such as questionnaires (students will have the knowledge to design and use empirical tools for conducting research surveys).
5. Work out statistical analysis considering basic statistic knowledge and interpret data (students will have the skills to use basic statistical methods and tools in order to analyze research data collected).
6. Write a proper report and present the results in writing (students will have the skills to write a report and present the findings of the research conducted).

Course Content:

1. **Introduction to research:** Introducing an integrated framework of an organized and systematic way of finding answers to questions, referring to the dimensions and implications involved. A model of scientific inquiry.
2. **Types of research:** Non-experimental research, experimental research. Qualitative and quantitative research.
3. **Scientific investigations:** Techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge. It is based on the collection of data through observation, and the formulation and testing of hypotheses.
4. **The research process:** Involves the basic steps of the whole process lying mainly under the transformation of the ideas into research questions, review the literature, design the study and develop a methodological approach, writing the research proposal, collate data using empirical tools, and analyze data.
5. **Research design:** The steps for conducting a research study from the definition of the problem to the recommendations and conclusions. There are many possible strategies and methods for carrying out research.
6. **Statistics:** It involves an introduction to the various types of statistical methods and formulas such as, data matrix, scale of data, deviation measures, correlation, regression, descriptive statistics, median and mode, etc.
7. **Data analysis, interpretation and visualization:** It includes the analysis of data collected investigating their reliability, validity, trying to find failures in the coding of the data, the data file or their consistency, correlation with the hypothesis etc.
8. **The research report:** It involves a comprehensive approach about developing a formal report analyzing its integral parts regarding content, layout, references, appendices, etc.

Learning Activities and Teaching Methods:

Lectures, Assignments, Handouts, Discussion on in-class exercises and real-life examples, Computer Labs for the demonstration of SPSS.

Assessment Methods:

Homework Assignments, Practical Exercises, Projects, Midterm Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Exploring Research, 9 th Ed., Global Ed.	Neil J. Salkind	Pearson	2017	9781292156293

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Research Methods for Business: A skill building approach, 6 th Ed.	Sekaran, U. & Bougie, R.	Wiley and Sons	2013	9781119942252