



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

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| <b>Course Code</b><br>BADM-431                        | <b>Course Title</b><br>Research Methods in<br>Business | <b>Credits (ECTS)</b><br>6                   |
| <b>Department</b><br>Management & MIS                 | <b>Semester</b><br>Fall, Spring                        | <b>Prerequisites</b><br>Senior Standing      |
| <b>Type of Course</b><br>Business Major               | <b>Field</b><br>Business Administration                | <b>Language of Instruction</b><br>English    |
| <b>Level of Course</b><br>Undergraduate               | <b>Year of Study</b><br>4 <sup>th</sup>                | <b>Lecturer</b><br>Dr. Panagiotis Germanakos |
| <b>Mode of Delivery</b><br>Face-to-face               | <b>Work Placement</b><br>N/A                           | <b>Co-Requisites</b><br>None                 |
| <b>Recommended Optional Programme Components:</b> N/A |  |  |

### Objectives of the Course:

The main objectives of the course are:

- Provide an overview of the whole research process.
- Provide knowledge on both, qualitative and quantitative research methods.
- Understand the theoretical implications, role and importance of research for strategic and operational managerial practice and problem solving needs.
- Understand and apply all elements of the research process in the dynamic business environment.
- Identify the importance of working in teams and the role of each member within a research project.

### 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 which is primarily based on clarity, and include: identification of the four components that most research hypotheses have (subject group, treatment or exposure, outcome measure, and control group), selection between an on-sided and two-sided hypotheses, and use the hypothesis to guide the writing of the research protocol. A problem has to be clearly stated before it can be solved).
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** (students will acquire the necessary knowledge of how to organize and systematically conducting empirical research, which may be separated in qualitative and quantitative research. Each form of empirical research offers its own perspective and follows its own procedures, such as questioning, eliciting behavior, observing / describing, experimenting, etc).

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 an oral way** (students will have the skills to write a proper report and present the data and findings of the research conducted).

### **Course Contents:**

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.
2. **Types of research:** Involves the three main types of research that is, basic research (is concerned with knowledge for the sake of theory; its design is not controlled by the practical usefulness of the findings), applied research (is concerned with showing how the findings can be applied or summarized into some type of teaching methodology), and practical research (goes one step further and applies the findings of research to a specific "practical" teaching situation).
3. **Scientific investigations:** It concerns the bodies of techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge. It is based on the collection of data through observation and experimentation, 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, issues about funding, obtain ethical and trust approval, collect and collate data using empirical tools, analyze data and interpret findings, implications of research, reporting and dissemination of results.
5. **Research design:** Concerns the decisions that have to be made on a general approach as well as planning how the various research elements will work together to achieve the desired results. There are many possible plans and formats for carrying out research. The three major types are: qualitative, descriptive, and experimental.
6. **Statistics Excuse I & II and Grouping:** It involves an introduction to the

- various types of statistical methods and formulas such as, data matrix, scale of data, deviation measures, correlation, regression, cluster analysis, descriptive statistics, median and mode, surveys, 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.
  9. **Oral presentations:** Concerns practical issues for successfully conveying the results of a research at hand, such as deciding about the content, visual aids, presenter’s postures, handling questions, etc.

**Teaching Methods:**

Lectures, Discussions with class participation, practical exercises and Group project.

**Assessment Methods:**

1 Group project; Mid-Term Exam; Final Exam; Class Participation.

**Required Textbooks:**

| Authors         | Title                     | Publisher                     | Year | ISBN          |
|-----------------|---------------------------|-------------------------------|------|---------------|
| Neil J. Salkind | <i>Exploring Research</i> | Pearson International Edition | 2006 | 0-13-201706-7 |

**Recommended Textbooks/Reading:**

| Authors     | Title                                | Publisher      | Year | ISBN |
|-------------|--------------------------------------|----------------|------|------|
| Sekaran, U. | <i>Research Methods for Business</i> | Wiley and Sons | 2003 |      |