



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-431DL	Research Methods in Business	6
Prerequisites	Department	Semester
None	Management	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
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide a comprehensive understanding of the research process.
- Appreciate the value of research in the business area in the effort to improve the business environment.
- Able to distinguish between different research models.
- Understand the steps of a research through a research project (from defining the problem to analyzing the results).
- Learn about qualitative and quantitative research methods.
- Come into contact with statistical terms and how they are applied in the field in the business area.
- Build measurement tools for use in research.
- Interpret SPSS results (Frequencies, t-test, ANOVA, double entry tables, Correlation).
- Perceive themselves as field researchers.
- Learn to be aware of research ethics issues.

Learning Outcomes:

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

1. Understand a systematic way to investigate answers to questions related to the problem to be solved.

2. Study the three basic types of research, basic research, applied research and practical research.
3. Deal with the techniques of searching for phenomena, acquiring new knowledge or correcting and integrating previous knowledge something based on the collection of data by observation and experimentation and the testing of hypotheses.
4. Understand the basic steps of the research process by transferring ideas to research questions, literature review, research design and development of methodological approaches. Also, be able to make research proposals related to funding, data collection using empirical tools, data analysis, data interpretation, research implementation, research reporting and finally dissemination of results.
5. Take decisions that are based on research results in a research approach as well as in the planning of the various elements of the research in order to achieve the desired result.
6. Solve statistical exercises of different types of statistical methods and equations, such as data tables, scales, indices of central tendency and deviation, correlation, regression, cluster analysis, descriptive statistics, etc.
7. Analyze data, by checking reliability and validity, checking data coding, correlation with the investigated case, etc.
8. Prepare a comprehensive approach to reporting the research paper for its content, structure, references and appendices.
9. Make a successful presentation of the research results and decide on the content, audio-visual material and handling of questions etc.

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:

Teaching material including PowerPoint presentations and additional readings; Synchronous meetings (WebEx); Asynchronous video presentations; Forums; Chat; Quizzes; Case studies and other suggested readings (scientific papers, journal articles); Formative and summative assessments.

Assessment Methods:

Homework Assignments, Practical Exercises, Projects, 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