



UNIVERSITY OF NICOSIA, CYPRUS

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|-------------------------------------------------|---------------------------------------------|-------------------------------------------|
| Course Code MBA-890 | Course Title Research Methodology | ECTS Credits 10 |
| Department School of Business | Semester Fall or Spring | Prerequisites None |
| Type of Course Required | Field Business | Language of Instruction English |
| Level of Course 2 nd Cycle | Year of Study 2 nd | Lecturer Dr Geoff Turner |
| Mode of Delivery Face-to-face | Work Placement N/A | Co-requisites None |

Objectives of the Course

The course aims to develop a knowledge and understanding of research techniques suitable in a business environment. It illustrates the structure of the research process starting with a decision on the topic of research. It examines the need for a critical review of the current literature on the chosen topic to help clearly establish the aims and objectives of the study. Once established, it provides an understanding of how to achieve those aims and objectives in either a qualitative or quantitative environment. The ultimate objective of the course is to satisfactorily prepare the research proposal for the dissertation.

Learning Outcomes

After studying this course, students should be able to:

1. demonstrate an understanding of the principles of research;
2. identify appropriate areas of literature for a specific business research topic;
3. design an effective structure for a literature review;
4. write a preliminary literature review for the proposed research topic;
5. acquire the ability to access and extract relevant information from secondary data sources;
6. demonstrate an understanding of the principles of qualitative and quantitative research methods;
7. identify the concepts to be addressed and the components to be included in a business research proposal; and
8. write an effective business research proposal.

Course Content

Introduction to research in business and the social sciences: Understanding, in an organisational context, the need for research and its contribution to managerial practice.

Identifying the research topic: Explain the importance of personal interest in the research topic and focusing on a particular idea.

Dealing with conceptual issues: Creating an awareness of the knowledge, skills and personal qualities required to complete a successful research project, an understanding of the difficulties in collecting data, and an awareness of the ethical issues in conducting research.

Searching the literature: Identify the potential sources of relevant literature, how to undertake a systematic literature search, the importance of a critical review and how that will lead to the generation of research questions, and appropriate citation and referencing methods.

Determining the research design: Explain the core assumptions of research design and identify the features of the alternative approaches of positivism and interpretivism.

Collecting data: Identify where data collection fits in a research project, the alternative ways of collecting data, the rules for designing questions, sampling methods and selecting the sample.

Analysing qualitative data: Identify the challenge of qualitative data analysis, explain the main methods of analysis, and how to present the outcomes of analysis in the written output.

Analysing quantitative data: Explore the alternative ways of presenting the research hypotheses, identify the method of data collection and the use of descriptive or inferential statistics in the analysis.

Writing up the research: Explain the structure of a research proposal, the contract with the supervisor, and the need for a well thought out schedule for conducting the research project. Introduce the requirements of the dissertation including structure, writing style, and citations and referencing.

Learning Activities and Teaching Methods

Interactive lectures, presentation and review of specific examples, and discussion of topical issues designed to advance students' awareness of the contribution of research to the advancement of academic knowledge and managerial practice.

Assessment Methods

Submission of a research outline, a preliminary literature review and a research proposal that forms the foundation for the students' dissertation.

Required Textbook/Reading

| Authors | Title | Publisher | Year | ISBN |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|------|------|
| There is no required textbook for this course. Students are encouraged to read widely on the subject of research in business and choose a reference work that they are comfortable with. | | | | |

Recommended Textbooks/Reading

| Authors | Title | Publisher | Year | ISBN |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------|------|-------------------|
| Collis J. and Hussey R. | Business research: a practical guide for undergraduate and postgraduate students, 3 rd edition | Palgrave Macmillan | 2009 | 978-1-403-99247-5 |
| Bryman A. and Bell, E. | Business research methods, 2 nd edition | Oxford University Press | 2007 | 978-0-199-28498-6 |
| Gill J. and Johnson P. | Research methods for managers, 4 th edition | Sage Publications | 2010 | 978-1-847-87094-0 |
| Saunders M., Thornhill A. and Lewis P. | Research methods for business students, 5 th edition | FT Prentice Hall | 2009 | 978-0-273-71686-0 |