1	**Course title**	Research methods for Business
2	**Course number**	5201301
3	**Credit hours**	3 (theory)
	Contact hours (theory, practical)	
4	**Prerequisites/corequisites**	5203150
5	**Program title**	Business Management
6	**Program code**	01
7	**Awarding institution**	The University of Jordan
8	**School**	Business Faculty
9	**Department**	Business Management
10	**Level of course**	3th level
11	**Year of study and semester (s)**	2020/2021 First semester
12	**Final Qualification**	Bachelor
13	**Other department (s) involved in teaching the course**	N/A
14	**Language of Instruction**	English
15	**Teaching methodology**	☐Blended ☒Online
16	**Electronic platform(s)**	☒Moodle ☒Microsoft Teams ☐Skype ☒Zoom ☐Others…………
17	**Date of production/revision**	20-9-2020

18 Course Coordinator:

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19 Other instructors:

Name:
Office number:
Phone number:
Email:

20 Course Description:

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This course enables students to design and implement research in business and related disciplines. Students develop techniques in the selection and design of appropriate research methodologies in the identification of a research problem in a business environment. The course examines the research process from problem identification and setting through a review of pertinent literature as secondary sources and an examination of the descriptive survey research design. Particular attention is given to the student's perspective of the research process and its applicability to his/her career endeavors. It provides a forum for the student to improve research and presentation skills through discussion and practical applications.

21 Course aims and outcomes:

A- Aims:

Research & Analysis

2.1 Formulating relevant research questions to clarify a problem, topic, or issue

2.2 Accessing and discriminately selecting empirical research appropriate to a problem or need, from a variety of sources, including information technologies

2.3 Evaluating information against appropriate standards for its reliability, validity, accuracy, limitations, timeliness, point of view, and bias.

Problem Solving & Analysis

4.2 Collecting, organizing, interpreting, analyzing, and evaluating information related to the problem solving process

4.3 Designing or selecting ethically feasible solutions to situated business and/or community problems that effectively overcome the obstacles or constraints of the problems, and then clearly explaining the rationale for the solutions.

B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:
1. Define the research process and describe its components: problem selection, hypothesis formulation, design, sampling, measurement, data collection and analysis, and conclusions
2. Identify and access appropriate secondary research sources (including literature reviews)
3. Accurately interpret and evaluate published empirical research articles
4. Design and assess research in a situated business setting
5. Construct testable hypotheses for business situations
6. Develop the appropriate research methodology for a specific business situation
7. Discuss critically the basic methods for testing hypotheses, and
8. Evaluate empirical research in business decision context(s)

22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1+2	1.1	Chapter 1: Introduction to Research	Microsoft Teams/ Zoom Homework	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)

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	1.2				
	1.3				
3+4	2.1	Chapter 2: The scientific approach and alternative approaches to investigation	Microsoft Teams/ Zoom	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	2.2				
	2.3				
5+6	3.1	Chapter 3: Defining and refining the problem	Microsoft Teams/ Zoom	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	3.2				
	3.3				
7	4.1	Chapter 4: The Critical literature review	Microsoft Teams/ Zoom Homework	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	4.2				
	4.3				
8+9	5.1	Chapter 5: Theoretical framework and hypothesis development	Microsoft Teams/ Zoom	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	5.2	Chapter 6: Elements of Research Design			
	5.3				
10	6.1	Chapter 7: Data collection methods: Observation	Microsoft Teams/ Zoom	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	6.2	Chapter 8: Interviews			
	6.3				
12+13	7.1	Chapter 9: Administering questionnaires	Microsoft Teams/ Zoom quiz	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	7.2	Chapter 13: Sampling			
	7.3				
14+15	8.1	Chapter 15: Quantitative data analysis: Hypothesis testing	Microsoft Teams/ Zoom presentation	Synchronous lecturing/meeting	Sekran, U. & Bougie, R. (2016)
	8.2				
	8.3				

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting

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- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz…etc

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
HomeWorks	10	Chapter 1 + Chapter 4	5	Microsoft Teams
Short quizzes	10	Chapter 3 +Chapter 9	12	Microsoft Teams
Midterm Exam	30	Chapter 1 +chapter 2 + chapter 3 +chapter 5		Microsoft Teams
Final exam	50	All chapters		Microsoft Teams

24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):

Computers or laptops, internet connection.

25 Course Policies:

A- Attendance policies:

Students are expected to attend class. Students may not receive credit for a course if they do not attend 85 % of the class meetings

B- Absences from exams and submitting assignments on time:

- All students are expected to attend all exams. Student cannot retake the exams without an excuse within three days of the exam date and the instructor has the right to accept or refuse it according to the university rules.

- All students must submit home works on time otherwise the instructor will not accept it.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

-All the assignments and work submitted by the student should be his or her own.

- All actions of academic dishonesty including cheating, plagiarism or helping other students in such actions will be deal with strictly according to the university regulations

E- Grading policy:

- According to the Letter grading system at the University of Jordan

F- Available university services that support achievement in the course:

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26 References:

A- Required book(s), assigned reading and audio-visuals:

Sekran, U. & Bougie, R. (2016). **Research methods for business, A Skill Building Approach.** John Wiley & Sons Ltd

B- Recommended books, materials and media:

27 Additional information:

Name of Course Coordinator: Yasar Shatnawi   Signature: ------------------ Date: 10-11-2020

Head of Curriculum Committee/Department: --------------------------- Signature: ------------------------

Head of Department: Dr. Elham alfaouri   Signature: ----------------------

Head of Curriculum Committee/Faculty: -------------------------------------- Signature: ------------------

Dean: --- Signature: ---