



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

|    |  |                                |
|----|--|--------------------------------|
| 1  | Course title   | Research methods for Business  |
| 2  | Course number  | 5201301                        |
| 3  | Credit hours (theory, practical)                     | 3                              |
|    | Contact hours (theory, practical)                    | 3                              |
| 4  | Prerequisites/corequisites                           | 5203150                        |
| 5  | Program title  | B.A in Business Management     |
| 6  | Program code   | 1                              |
| 7  | Awarding institution                                 | The university of Jordan       |
| 8  | Faculty  | Management and Finance         |
| 9  | Department   | Business Management            |
| 10 | Level of course                                      | 3                              |
| 11 | Year of study and semester (s)                       | 2 <sup>nd</sup> semester /2017 |
| 12 | Final Qualification                                  | B.A                            |
| 13 | Other department (s) involved in teaching the course | none                           |
| 14 | Language of Instruction                              | English/Arabic                 |
| 15 | Date of production/revision                          | June /2017                     |

**16. Course Coordinator:**

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

*Dr.Elham AL-Faoury*

*Office:*

*Office*

*Email: [e.alfaoury@ju.edu.jo](mailto:e.alfaoury@ju.edu.jo)*

*Phone:*

**17. Other instructors:**

*Yasar Shatanwi*

*Office:*

*Office*

*Email: [yas.shatnawi@ju.edu.jo](mailto:yas.shatnawi@ju.edu.jo)*

*Phone:*

**18. Course Description:**

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.

## 19. 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)

## 20. Topic Outline and Schedule:

| chapter |  | Week# | Achieved ILOs | Evaluation Methods | Reference |
|---------|--|-------|---------------|--------------------|-----------|
|         |  |       |               |                    |           |

|             |   |     |      |                             |                               |
|-------------|---|-----|------|-----------------------------|-------------------------------|
| CH1+CH2     | Introduction to Research Scientific Investigation                                       | 1.  | 1    | Assignments and short exams | Research methods for business |
| CH3+        | The Research Process - <i>The Broad Problem Area and Defining the Problem Statement</i> | 2.  | 1    | Assignments and short exams | Research methods for business |
| CH4         | The Critical literature review  | 3.  | 1    | Assignments and short exams | Research methods for business |
| CH 5        | <i>Theoretical Framework &amp; Hypothesis Development</i>                               | 4+5 | 1, 2 | Assignments and short exams | Research methods for business |
| CH 6        | <i>Elements of Research Design</i>  | 6.  | 2    | Assignments and short exams | Research methods for business |
| CH 7        | Data Collection Methods: Introduction and Interviews                                    | 7.  | 2,3  | Assignments and short exams | Research methods for business |
| CH 8        | Data Collection Methods: Observation  | 8.  | 3,5  | Assignments and short exams | Research methods for business |
| CH9+        | Mid Term Exam   | 9.  |      |                             |                               |
| CH9 + CH 10 | Data Collection Methods: Questionnaires Experimental Designs                            | 10. | 3,4  | Assignments and short exams | Research methods for business |
| CH 11       | Measurement of Variables: Operational Definition  | 11. | 5,6  | Assignments and short exams | Research methods for business |
| CH 12       | Measurement of Variables: Scaling, Reliability, Validity                                | 12. | 5,6  | Assignments and short exams | Research methods for business |
| CH 13       | Sampling  | 13. | 6,7  | Assignments and short exams | Research methods for business |

|                            |                            |     |     |                             |                               |
|----------------------------|----------------------------|-----|-----|-----------------------------|-------------------------------|
| CH 14                      | Quantitative Data Analysis | 14. | 7,8 | Assignments and short exams | Research methods for business |
| PRESENTATION OF YOUR PAPER |                            | 15. | 7,8 | Assignments and short exams | Research methods for business |
| Paper discussion           |                            | 16. |     |                             |                               |
| FINAL EXAM                 |                            | 17  |     |                             |                               |

### 21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Studying a practical causes , and every student has to chose a problem faces any organization and trying to solve it by using the research methodology.

### 22. Evaluation Methods and Course Requirements:

|                                |     |
|--------------------------------|-----|
| Short exam                     | 5%  |
| quiz                           | 5%  |
| Participation & research paper | 10% |
| Mid Term                       | 30% |
| Final Exam                     | 50% |

### 23. Course Policies:

A- Attendance policies:

According to the Jordan university rules

B- Absences from exams and handing in assignments on time:

According to the Jordan university rules

According to the Jordan university rules

C- Health and safety procedures:

According to the Jordan university rules

D- Honesty policy regarding cheating, plagiarism, misbehavior:

According to the Jordan university rules

E- Grading policy:

According to the Jordan university rules

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

According to the Jordan university rules

#### **24. Required equipment:**

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#### **25. References:**

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

Research methods for business, Uma Sekran & Roger Bougie  
2013 John Wiley & Sons Ltd. [www.wiley.com/college/sekaran](http://www.wiley.com/college/sekaran)

B- Recommended books, materials, and media:

#### **26. Additional information:**

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Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File