The Hashemite University

Faculty of E. & Adm. Sciences

Dept. of Management

Syllabus

Research Methods in Management (1802031421)

Credit: 3 hours
Instructor:
E-mail:
Office:
Office Hours:

Module Description

This module aims to provide a more comprehensive understanding of the research process and apply it in real cases. It enables students to conduct research independently and provides them with the required knowledge and skills to use a scientific research method in analysing business situations. The module covers principles and technique through different interdependence stages of the research process, to conduct effective, coherent and rigorous research.

Module Objectives

This module presents the theories and practices that useful in understanding the scientific methods for business students. This will be achieved by:

- Introduce the fundamentals of the research process.
- Enable students to effectively define a research problem.
- Introduce the main research approaches that are relevant to research in management disciplines.
- Provide students with knowledge and skills to develop research proposal.
- Develop the students' skills in conducting literature review and documenting the reference in prescribed manner.
- Provide students with an introduction to qualitative and quantitative research methods.
- Stress the ethical aspects of research and how to embed them into research practice.

Learning Outcomes

Students will be able to identify a research problem, develop research objective and measurable questions; develop theoretical evidence based on literature review; identify research methods designs and report research findings and build research discussion. Thus, students will be able to:

- Understand the stages of the research process and demonstrate an ability to perform them.
- Identify the attributes of a good research topic and turn research ideas into research problems.
- Conduct a review of appropriate literature relevant to a stated research topic.
- Distinguish between main research approaches.
- Understand a range of data collection tools in order to design an effective research method.
- Use quantitative and qualitative data analysis procedures to serve the purpose of a research project.
- Anticipate ethical issues at each stage of the research process, and be aware of a range of strategies to deal with them.

Module Content and Lectures Schedule

The subject has been designed to provide students with an understanding of the research principles. Specifically, the subject will discuss the steps of the research process. This module will cover:

Sessions	***Theme(s)***	***Reading***
1+2	Introduction to research	Ch.1
3	The research process: Steps 1 to 3: the broad problem area, preliminary data gathering, problem definition	Ch.3
4	The research process: Step 4 and 5: Theoretical framework and hypothesis development	Ch.4
5	The research process: Step 6: Elements of research design	Ch.5
6	Measurement of variables: operational definition and scales	Ch.6
7	Measurement of variables: scaling, reliability, validity	Ch.7
8+9	Data collection methods	Ch.8
10	Sampling	Ch.10
11+12	Data analysis and interpretation	Ch.11 &13
13+14	The research report	Ch. 14
15+16	**Revision and final Exam**	

Recommended Readings

Essential text:

- Sekaran, U (2010), ***Research Methods for Business: A Skill Building Approach,*** 5th ed., Wiley and Sons. New York.

Additional Texts:

- Cooper, D. And Schindler, S (2003), ***Business Research Methods,*** 8th ed., McGraw-Hill.
- Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research methods for business student*, 5th edn. Harlow: Pearson Education Limited.

Form of Assessment

Item	weight
Research project	**25%**
Midterm exam	**25%**
Class participation	**10%**
Final Exam	**40%**
Total	**100%**

Research proposal: an individual research proposal is to be submitted, examining business setting case and topic. Student can choose topic from the different fields of management, including marketing, human resources, organization behaviours, operation management, innovation, small business and entrepreneurship.

Student should **read** through different data sources, academic journals and books to define a research problem and achievable research objective. Student needs to clearly delineate the managerial and/or academic importance of their research topic. The reading process should help students to form the basis of their initial literature review. By identifying and understanding the relevant literature, students will be in a much better position to define the key variables of interest and choose a conceptual framework to structure the research process. Students at this stage should be able to describe and justify their decision regarding the key elements of the research design. These decisions include purpose of the study (exploratory, descriptive hypothesis testing or case study analysis), type of investigation (casual or correlation), study setting, data collection method and sampling design.

The content of the research proposal will be discussed during lectures, over the length of the semester, through different themes.

Note:

- The research project will determine 25% of the final grade.
- Make sure you check regularly when your submission is due. If you hand in your work late 2 marks per day will be reduced.
- The final work should use headings, subheadings and be 1.5 line spaced. It should consist of no more than 40 typed A4 sides. Page numbering is essential, as is a table of contents.

Plagiarism: is using and presenting other's work without full acknowledgment. Thus, issues of plagiarism will be addressed during the first two weeks of the semester as students should be aware of how to avoid plagiarism and check their works accuracy and build good practice.

Attendance Policy

- According to the university policy, absence from lectures shall not exceed 15%. You may take them for good reason, bad reason, or no reason. I strongly suggest to use them wisely (for genuine reasons: illness, appointments or emergencies).
- Students who exceed the 15% limit without a medical or emergency excuse shall not be allowed to take the final examination and shall be considered to have withdrawn from the course.