Business Research Writing
1st Term 2018/2019
Instructor: Dr. Walid Masadeh

1. Course Overview and description:

This course studies the nature, scope, and significance of business research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative methods for individual investigation and reporting on current problems within a student's area of interest.

The study of Business Research Methods will be conducted using the text and selected scholarly sources, as well as in-class lecture. Students are required to complete a significant research project and submit a report of their findings. Additionally, students will develop a research proposal as part of a team, presenting the proposal, as a team, to the class. The overarching goal of the course is to allow the student to become an informed user of business research and an active participant as a part of a research team.

2. Course Objectives:

The student will be able to select a research topic, conduct initial research to develop appropriate problem statements, research questions, and hypotheses so that an appropriate research method can be selected. The student will also be able to develop a literature review and a research methodology based on the selected topic.

2.1 Student Learning Outcomes

- Define the research problem
- Conduct a literature review
- Identify variables and understand levels of data
- Develop purpose statements
- Develop research questions, hypotheses, central questions, and sub questions
- Understand and identify quantitative and qualitative research designs
- Identify statistical methods for data analysis
- Develop research methodologies
- Use appropriate manuscript Research Proposal writing procedures

2.2 Competency Goals Statements (certification or standards)

- The student will be able to conduct critical research as an individual or as a team member, and critically evaluate previous research in selected topics.
- The student will be able to develop a research proposal in which the problem, purpose, research questions, and hypotheses are clearly defined.
- The student will be able to develop an appropriate methodology section including the proper identification of populations, samples/sample sizes, research procedures, and statistical methods.

3. Required Textbooks:

Text: Sekaran, Uma (2012), Research Methods for Business, (4th Edition), John Wiley & Sons, Inc...

4. Course Requirements: Team project (Research Proposal):

4.1 Team project (Research Proposal):

- Throughout this course, the students will be developing the main elements contained within an academic research proposal.
- Upon the start of this course, you will need to begin thinking of an accounting, business, economic, or human resource area of focus, within which you will research a problem.
- By the end of the course, the students should complete a team research proposal, including the research background, problem and purpose, research question and/or hypotheses, literature review, and method.
- As instruction is completed in particular areas of the research process, you will need to complete those portions of your individual research proposal.

4.2   Team Organizing Process:

Teams will be selected by the instructor during the first class meeting.

Teams will meet at a time of their convenience (not during class) and complete a team charter.

Class time may be provided for team and individual work when time is available.

Teams will determine and develop a local area problem.

The project elements will be based on either a quantitative or qualitative design.

4.2.1   Team Research Background, Problem, Purpose Statements, and Research Questions/Hypotheses:

Based on your initial research, develop an outline for the literature review and the methodology section. Provide an overall background to your study. Develop a well-characterized research problem and purpose statements for this area. Based on your research problem, develop appropriate research questions and/or hypotheses that will support your data collection in resolving the problem.

Based on your approved research problem and purpose, develop appropriate research questions and/or hypotheses that will support your data collection in resolving the problem. Additionally, propose at least two research methods or designs that can be used to answer the questions and test the hypotheses, providing advantages and disadvantages of each. Finally, recommend one of the two methods for your use in the final study. Append this required information to the corrected copy of your Individual Problem and Purpose Statement assignment.

4.2.2   Team Method and Expected Analysis:

Determine the best method for your research, based on your problem/purpose and questions.

Provide an outline of the method and which statistical methods or qualitative design analysis you will use to analyze data. You will need to ensure that you will be able to collect primary and secondary data for your analysis Provide the process you will use in analyzing the data that would be collected for this project, and provide an example analysis using dummy data (YOU WILL NOT COLLECT DATA)..

4.2.3   Team Project Sections and Presentation Headings:

The research proposal will consist of the following sections: (Use the following as the Level 1 headings for the individual research proposal and the presentation should address the following:

- *Introduction*
- *Background and literature review*
- *Problem (Research Problem and Purpose Statements)*
- *Research Questions / sub questions / Hypotheses*
- *Methodology and Method*
- *Analysis (expected)*
- *Summary / Conclusions*
- *References*
- *Appendixes.*

  o Word count is dependent on your well-characterized problem statement.
  o Each team will present a research proposal, in MS PowerPoint® to the class and to the instructor on the final days of the course. In developing and presenting this proposal, all proposal elements will be researched, developed, and discussed. Teams will have approximately 15 minutes to present their proposals.

5.   Grading Criteria

Student's grade in this course is based on the following:

Criteria	Assessments
Team Research Proposal	20%
Participation & Attendance	5%
Presentation For Proposal	5%
Mid-term Exam	30%
Final Exam & Proposal Reserah	40%

* Note: the following activities will be assessed at the end semester in order to determine your final score for participation in the class and class attendance.