
Research Methods for Business, Course Outline

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Class Mission:

Teaching style during courses encourages you to consider the role, function and process of scientific knowledge and practical implementation, underlying research methodology issues. It is essential for the generation, collection and analysis of knowledge that you, as a postgraduate student, to develop a critical and questioning mindset. It is essential you develop a critical understanding of issues related to the design, methodological and implementation of courses content to solve life & business problems.

Course Objectives:

- The course will move you toward fulfillment of the publication and dissertation requirements of the MBA programs.
- Perhaps the course will turn you into a researcher. At least, the course will give you a broader, more solid conception of the place of your degree/research within the varied spectrum of management science. You will gain confidence about the process of completing your dissertation.
- It is presumed that your *Quantitative Analysis* course introduced you to the 'how' of several statistical analysis techniques. *Research Methods* will focus on the 'when' and 'why' of these techniques, and introduce additional quantitative methods.

Course Outcomes:

The course designed to give you the ability of scientific thinking and research capabilities to fulfill your dissertation, giving you the ability to:

1. Understands and apply the scientific method of research and investigations.
2. Design and develop applied/theoretical forms of research process.
3. Develops an appropriate research question/problem
4. Defends a hypotheses/proposition utilizing appropriate sources of support.
5. Understands and develop literature review process.
6. Understands and develop data collection and analysis techniques.
7. Generates and apply an appropriate statistical plan to support a hypotheses/proposition.
8. Demonstrates dissertation/scholarly writing style following the current APA Style Manual.

Course Teaching Method:

- Lectures will be interspersed with student presentations, team exercises, individual assignments, and individual coaching from peers and professor.
- On each day of class, students will be expected to:
 - Read the assigned readings (see below) before coming to class.
 - Prepare any assigned presentations and/or draft papers.
 - Participate in class discussion and team interaction.
 - Bring questions for class discussion or for one-on-one discussion with the professor.
- Students are presumed to have some familiarity with market research, management theories, quantitative, and qualitative techniques.

Courses Learning Methods:

1. Lecture (L).
2. Class Discussions and exercises (CD).
3. Case Studies (CS).
4. Pop Quiz (PQ)
5. Home Assignments (CA).
6. Guest Speakers (GS).
7. Course Project (CP).
8. Final Exam (FE).

Note : When one of these components is a team effort, all team members will receive the same part-grade – but the larger the team, the stricter the grading.

Courses Grading/Student evaluation:

Your course grading varies from one to another, based on many interrelated variables, however, the general grading components as well as the weight are:

Item	Weight	Due	Note
Class Attendance	10%	all sessions	
<u>Class Participation, covering:</u>	20%	all sessions	
1.Individual Presentation	Must	as requested	Content & knowledge absorption
2.Answering each chapter questions.	Must	as requested	Reading/Applying course material
3.Assignments, Pop Quiz	Must		
4.Research progress document	Must		
Mid Term exam, Or Research Paper	30%	6 th session	Ability to apply course knowledge
Final term, Or Research Paper	40%	12 th session	Ability to apply course knowledge

- **Attendance/Presence:** Students are required to attend lectures at least 80% of total lectures held. Any violation against this rule may cause the ineligibility to get a final grade.
- **Class participation:** Students are highly expected to contribute ideas, thoughts, experiences, and arguments to the class discussion. Although overviews of key points and issues are provided, we require that students comprehend the materials in details, raise questions and ideas, and create a “lively” class, meaning that students must read and prepare readings assigned

prior to coming to the class.

- **Assignments** : An experiential approach, continuously and consistently, students are assigned to do exercises provided in the book, and report the findings to the professor. Students will be randomly distributed into groups that consist of two to four members. Besides functioning as a discussion forum, the group has tasks to present a chapter in each lecture and to submit the exercises.

Course Communications:

- All official communications will be through Eslsca Admin, whether the portal or a direct email to the entire group candidates.
- It is useful to create a group email to be cc'd for sending extra material or notes.
- *All your course participation should be sent to me directly, using the following “File Naming” style, each section separated by ‘-‘ :*

<i>My Name</i>	<i>School Name</i>	<i>Course Code</i>	<i>Group Code</i>	<i>Your Name FirstNameLastName As registered w Eslsca</i>	<i>Participation Title</i>	<i>File Extension</i>
DrAshrafElsafty	E	RM	50D	MariamAshraf	Assg1 Or Ch2	.Doc Or .Xls

Example : *DrAshrafElsafty-E-RM-50D-MariamAshraf-Ch1.Doc*

Failure or neglecting following above mentioned guide will result of losing your document and consequently your grade.

Tools used to apply above components are one or more selected from the “course learning methods”.

- **A** Outstanding work reflecting substantial effort 90-100%
- **B** Adequate work fully meeting that expected of a graduate student 80-89%
- **C** Average but marginally satisfactory work 70-79%
- **D** Weak work not meeting reasonable expectations 60-69%
- **E** Unsatisfactory work 0-59%

Courses Material/Readings:

The **basic** material for each course is your **text book**, NOT to be limited to the supplied **power point presentations**. The course reference **text book** considered as a major source of knowledge to the students, and will be assessed based on it. **Student must use the course text book**, using any format (printed/digital), and **to bring it every lecture**.

Learning Guide lines :

1. Each session will be about three hours.
2. Time will be divided between “learning methods”.
3. It is important that you do not solely rely up classes; they only underpin part of your learning experience.
4. Get the course reference book for each session.

5. Write down notes during the sessions.
6. Read carefully the course reference book(s), and PowerPoint's.
7. Prepare for your presentations carefully (it adds to your knowledge and experience).
8. Make sure that you manage time carefully for assignments and examinations.
9. Electronic submission of assignments is encouraged, either as email plaintext, or as email attachments in MS-Word, Excel, or PowerPoint. Important: Use your name or student number (or team name) as the main part of the filename, e.g., JohnSmith1.xls or TeamA.doc. The first page of any team report should show the names of all team members!
- 10. Citations & Plagiarism – IMPORTANT! Your sources must be cited in a standard bibliographic format. The APA/Turabian format is an excellent example. Your research must conform to the university’s rules of ethics; this means any material cut and pasted from the Internet, books, or articles must be identified as source material. You may use only short quotations of other people’s writing. You must paraphrase – that means, in your own words – any longer passages from source material. Failure to meet these standards is grounds for a failing grade for the course.**

Course Content:

The following table shows the syllabus distributed over allocated sessions, please **get ready to answer any of the questions/scenarios attached to each chapter.**

Session	Topic	Reading
1	Syllabus and Introduction to research.	Chapter 1
2	Scientific investigation, Thinking as Researcher.	Chapter 2
3	Business research. The research process, Problem definition and statement. Theoretical framework and hypothetical development.	Chapter 3
4	The research process. Research Design, elements of research design.	Chapter 4
5	The Research Design. Elements of research designs.	Chapter 5
Mid-term Exam		
6	Measurement of variables. Operationalization.	Chapter 6
7	Measurement of variables, Scaling, reliability, validity.	Chapter 7
8	Data collection sources and methods.	Chapter 8
9	Sampling Techniques, and analysis.	Chapter 10,11
10	Quantitative data analysis and interpretation. The research report, and paper presentation.	12, 13
Final exam		

Assigned book - Main:

1. Uma Sekaran and Roger Bougie, *Research Methods for Business: A Skill Building Approach*. (5th Ed. Or 6th Ed.) Kundli, India: John Wiley & Sons (Asia) Ptd. Ltd., 2003.

Assigned book - Extra:

2. Donald R. Cooper and Pamela S. Schindler, *Business Research Methods*. 8th (international) edition. McGraw Hill, Boston, 2003.

Extra readings:

1. Stephanie Jones, Khaled Wahba and Beatrice Van Der Heijden, How to write your MBA Thesis. MsM series, 2008.
2. Andy Field, *Discovering Statistics Using SPSS 3rd Edition*, Sage Publications.
3. John W. Creswell, *Research Design. Qualitative & Quantitative Approaches*. Sage Publications, Thousand Oaks, London, New Delhi, 1994.
4. JC Welman and SJ Kruger, *Research Methodology*. 2nd Edition. Oxford University Press, Oxford, 2001.
5. Kate L. Turabian, *A Manual for Writers of Term Papers, Theses, and Dissertations*. 6th Edition. The University of Chicago Press, Chicago and London, 1996.

Wish you knowledgeable course.

**Kind Regards,
Dr. Ashraf Elsafty**