Course unit title:	Business Research and Report Writing II
Course unit code:	ARRW102
Type of course unit:	Bachelor (1st cycle)
Level of course unit:	Elective
Year of study:	
Semester when the unit is delivered:	
Number of ECTS credits allocated:	6
Name of lecturer(s):	Ketteni Elena
Learning outcomes of the course unit:	Comprehend the nature of research. Why do we do research?
	Write the research report: Structure of the report
	Understand different quantitative methodological approaches
	Collect and analyze quantitative data (data obtained online from various organizations and use of questionnaires)
	Describe data using basic statistics (mean-variance-quartiles etc).
	Use of software packages for data processing.
	Analyze and explain data results using basic estimation techniques (Regression analysis-Least squares method)
	Apply all the above during both the mid-term and final presentation and subsequent preparation of the research project submitted
Mode of delivery:	Lectures and lab applications
Prerequisites:	AMAT 210	Co-requisites:	none
Recommended optional program components:	None
Course contents:	1. Introduction: Research process: Steps we follow to do research.
	2. Structure of a research report: Parts of a research report and what is included in each part.
	3. Understanding different methodological approaches. Main research strategies and elements of a research design. Introduction to quantitative methodological approaches. Structure of a questionnaire.
	4. Quantitative research: Analysis and organization of data. Analysis of two variables and the relationship between them. Examples using real data in lab, along with using appropriate software packages such as SPSS, Excel and other.
	5. Statistical methods: Regression analysis (least squares method) for quantitative data. Simple Regression (between two variables). Analysis and explanation of the results.
	6. Multiple regressions: analysis between more than two variables, interpretation of the results.
	7. Extensions of multiple regression using dummy variables, logarithms and quadratics. Hypothesis testing using basic statistical tools on the significance of the results. Examples using real data in lab.
	8. Application of all the above using questionnaire data in excel and though a project and presentation of that project.
	9. Writing the report and prepare the presentation.
Recommended and/or required	Lecture notes and examples in class using data

reading:	
Textbooks:	Saunders/Lewis/Thornhill, Research Methods for Business Students, 4th edition, Prentice Hall, 2007 Wonnacott and Wonnacot, Introductory statistics for business and economics, Fourth edition
References:	Crowther David and Lancaster Geoff (2008) Research Methods: A concise introduction to research in management and business consultancy, Butterworth-Heinemann Sekaran, U (2003). Research methods for business: A skill building approach, 4th edition, New Jersey, John Wiley and Sons, Inc Cooper Donald and Schindler P (2006), Business Research methods, 9th edition, McGraw Hill Wooldridge J.M (2006). Introductory Econometrics: A modern approach, 3rd edition, Thomson Higher Education
Planned learning activities and teaching methods:	Lectures, discussions, examples, application using real data in excel. Oral presentations, feedback based on the evaluation of the research project submitted The students should be able to collect appropriate data and use descriptive and regression analysis methods, along with appropriate software, in order to answer a research question in mind. They should be able to interpret their results following the purpose of any quantitative project.
Assessment methods and criteria:	Assignments, project, presentation. Mid-term and Final presentations and subsequent evaluations of the research project
Language of instruction:	English
Work placement(s):	none