

Course unit title:	Business Research Methods		
Course unit code:	ABRM350		
Type of course unit:	Required		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	4		
Semester when the unit is delivered:	7 (Spring)		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr Petroula Mavrikiou		
Learning outcomes of the course unit:	<p>PART A</p> <ol style="list-style-type: none"> 1) Understand the Nature of Research and The Research Process 2) Be able to formulate and clarify the research topic 3) Reflect and understand critically the literature. 4) Understand and use primary and secondary data. Recognise the advantages and disadvantages of primary and secondary data. 5) Understand the notion of qualitative research. Distinguish between qualitative and quantitative research. 6) Understand and critical reflect on Ethnography. 7) Be able to understand and apply data collection through observation, interviews, focus groups, life narratives and visual methods. 8) Analyse qualitative data. <p>PART B</p> <ol style="list-style-type: none"> 1) Understand the differences between basic and applied research. 2) Distinguish between population and sample. 3) Understand sampling techniques, scales and variables. 4) Discrete modes of surveys (ftf, web, online etc) 5) Understand reliability and validity 6) Consider situations favouring qualitative or quantitative research interviews 7) Gather, enter, and analyse quantitative data and interpret results from IBM SPSS 8) Analyse data, interpret results and write up small scale reports using quantitative methods 9) Understand the different strategies for quantitative data analysis 10) Recognize relationships and developing categories 11) Develop and test hypotheses to reach conclusions 12) Use the theoretical framework approach 13) Application in SPSS (Hypothesis testing- parametric and non-parametric, Simple and Multiple Regression) 		
Mode of delivery:	Face to face		
Prerequisites:	AMAT210	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ul style="list-style-type: none"> ● Nature of Business & Management Research Nature of Research and the Research Process ● Formulating and Clarifying the research topic Attributes of a good research topic. Generate Research Ideas. Turning Research ideas into research projects ● Critically reviewing the literature Purpose content and structure of critical review. Literature sources available. Planning obtaining evaluating and recording the literature 		

	<ul style="list-style-type: none"> ● Using secondary data Types of secondary data. Advantages and Disadvantages of secondary data ● Introduction to Qualitative Research and Ethics Qualitative Vs Quantitative Research. Nature of Qualitative Research. Ethical Conduct In Qualitative Research ● Qualitative and Ethnography What is ethnography? Ethnography In Everyday Life. Types of ethnographic data ● Qualitative types of data and analysis. Collecting data through observation. Interviewing. Focus groups. Life Narratives. Visual Methods. Overview of qualitative analysis ● The Research Process Introduction to the Research Process, and structure of a report. Revision of concepts learned so far such as literature review. Introduction to quantitative research. Concepts regarding quantitative research. Differences with qualitative research. ● Data collection Data collection using questionnaires (primary data). Data collection using online databases (secondary data). Comparison-advantages and disadvantages ● Questionnaires Why use them? Building a questionnaire. Basic concepts about questionnaires. Types of questions used. Distribution of questionnaires. ● Selecting samples Probability sampling and non-probability sampling (various techniques) ● Data analysis Primary data from questionnaires. Using the software Package IBM SPSS and/or Excel. Entering data, and variable description. Analysing, exploring and presenting results. The concept of significance. ● Data analysis for one variable Descriptive and inferential- Hypothesis testing ● Analysis of two variables and testing for relationships T-tests, ANOVA, Post Hoc, Chi square test, etc). Simple Regression. Multiple Regressions. Extensions ● Analysing and presenting your project report Structuring and organising small reports
Recommended and/or required reading:	Colman A. M., Pulford B. D., (2008). A crash course in SPSS for windows , Wiley Blackwell.
Textbooks:	Saunders, M., P. Lewis and A. Thornhill (2007) Research Methods for Business Students , 4 rd Edition, Prentice Hall Landau S., Everitt B. S., (2004). A hand book of statistical Analyses using SPSS , Chapman and Hall/CRC Publications.
References:	Crowther D. and Lancaster Geoff 2008) Research Methods: A concise introduction to research in management and business consultancy , Butterworth-Heinemann.

	Dillman D., Smyth J., and Christian L. (2014) Internet, Phone, Mail, and mixed mode surveys: The tailored design method.
Planned learning activities and teaching methods:	The teaching method includes: lectures, discussions, presentations, and lab exercises. The course is structured around lectures relating to the way a research project is chosen and structured, focusing on quantitative methods of research. Students have hands-on-computers and are encouraged to participate in discussions aiming to help them produce and write reports. The reports are discussed during the class ensuring that all students receive feedback. All of the course is given in computer labs to ensure that students are becoming familiar with IBM SPSS and/or Excel. Data provided to students maybe primary data or secondary data from on line databases such as ESS and Eurostat.
Assessment methods and criteria:	2 Mid-term assignments and/or small hands-on-computer tests on IBM SPSS (100%)
Language of instruction:	English
Work placement(s):	Not applicable