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| Course Title                  | <b>Research Methodology</b>   |                 |         |                     |  |
| Course Code                   | <b>MBA510</b>   |                 |         |                     |  |
| Course Type                   | Compulsory  |                 |         |                     |  |
| Level                         | MBA (Level 2)   |                 |         |                     |  |
| Year / Semester               | 2 <sup>nd</sup> Year / Fall Semester  |                 |         |                     |  |
| Teacher's Name                | ELENA KETTENI   |                 |         |                     |  |
| ECTS                          | 5   | Lectures / week | 3 hours | Laboratories / week |  |
| Course Purpose and Objectives | <p>The course purpose is to provide students with the Knowledge and tools needed for designing and executing basic business research.</p> <p>Business research means undertaking systematic research to find out things about business in general. Research does not only need to provide findings that advance knowledge and understanding but it also needs to address business issues and problems. It needs to provide original insight into a phenomenon by advancing knowledge. When research is taken various characteristics and a procedure should be followed. The course aims into preparing students for completing such research in their dissertation / final year project.</p> <p>Upon completion of the course students will acquire knowledge on the fundamental tools and techniques needed to understand the nature of research, to develop their research question and objectives, to review the literature and to choose and apply an appropriate research design in order to obtain and provide results according to the objectives set and write a research project.</p> <p>The literature review is one of the most important parts of research. This is the task that one does become aware of the available body of knowledge in the area. It is an integral part of any research project and its helps in many steps of the on-going research. The research strategy and design are the essential parts of any research topic. It can be qualitative or quantitative depending on the research question or hypothesis in mind. There are various issues regarding both methodologies, one important is sampling. In doing research one can use interviews, questionnaires or even online databases. Finally when the results of a research strategy are obtained, and the researcher needs to write the report, there exists a specific structure that he/she should follow.</p> <p>When students understand the strategies and methods of searching, obtaining, organizing information as well as collecting, analysing and interpreting data, they will be able to write and present their research findings on the topic of their interest.</p> |                 |         |                     |  |

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| <p>Learning Outcomes</p> | <p>By the end of the module, you should be able to:</p> <ul style="list-style-type: none"> <li>• Explain and understand the need for, and methods to search for, extract, and synthesize information in a particular subject and topic area.</li> <li>• Obtain and evaluate information from a variety of sources including primary and secondary data and appraise information sources on the basis of quality and reliability</li> <li>• Formulate and clarify their research topic and objectives</li> <li>• Explain the different methods for collecting data (qualitative and quantitative)</li> <li>• Consider different research strategies based on their research project and objectives</li> <li>• Apply data collection through interviews and evaluate the data obtained</li> <li>• Collect, enter and analyze quantitative data and interpret results using the IBM SPSS software</li> <li>• Write a research project</li> </ul>   |                 |             |
| <p>Prerequisites</p>     | <p>NONE</p>   | <p>Required</p> | <p>NONE</p> |
| <p>Course Content</p>    | <p><b>1. Nature of Business Research – Research Topic</b><br/> Understand and define the features of business research<br/> Obtain a clear understanding of the different characteristics of research<br/> Identify and evaluate the different attributes of a good research topic<br/> Analyze and apply the different techniques of generating research ideas<br/> Demonstrate how research ideas can be refined<br/> Consider different ways of writing a research question or a hypothesis<br/> Comprehend the importance of theory in writing research questions and hypothesis</p> <p><b>2. Critically reviewing the literature:</b><br/> Demonstrate awareness of current state of knowledge and identify how your research fits in the wider context<br/> Evaluate research done by other authors in your subject area<br/> Develop your research questions and objectives finding research opportunities not done until now<br/> Discover and consider research approaches, strategies and techniques appropriate<br/> Highlight the issues where your work will provide new insights demonstrating linkage to your research question and objectives<br/> Consider all different types of sources available<br/> Understand how literature needs to be properly referenced</p> <p><b>3. Research strategy and design</b><br/> Understand the different strategies of doing research (quantitative and qualitative)<br/> Identifying when each strategy would be appropriate to use and when to</p> |                 |             |

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|                      | <p>choose a method<br/>         Explain the process that has to be followed when doing research using each one of the methods<br/>         Evaluate the strategies considering related benefits, difficulties, and issues the researcher should take into consideration when using each method<br/>         Understand the concept of sampling and be able to use the appropriate sampling approach</p> <p><b>4. Data collection using interviews</b><br/>         Assess the various problems a researcher is likely to face associated with gaining access to the source<br/>         Design strategies to gain access<br/>         Understand how to overcome organizational concerns about the granting of access<br/>         Identify and evaluate the different types of interviews used to collect data<br/>         Designing and conducting an interview<br/>         Nature of data collected and implications for analysis</p> <p><b>5. Collection of data using questionnaires and online databases (secondary sources of data)</b><br/>         Collection of data using online databases from various organizations (Eurostat, OECD, WORLD BANK) and questionnaires<br/>         Questionnaire techniques<br/>         Designing a questionnaire<br/>         Administering the questionnaire<br/>         Using results from questionnaires for research and data analysis</p> <p><b>6. Writing the project</b><br/>         Demonstrate an understanding of the structure of the research project<br/>         Identify what is expected to be included in each chapter<br/>         Develop an appropriate writing style</p> |
| Teaching Methodology | <p>The teaching method includes: lectures, discussions, presentations, and lab exercises.</p> <p>The course is structured around lectures relating to the way a research project is chosen and structured, focusing on qualitative and quantitative methods of research. Students are encouraged to participate in discussions and assignments aiming to help them produce and write reports. Part of this course is given in computer labs to ensure that students are becoming familiar with IBM SPSS.</p>   |
| Bibliography         | <ul style="list-style-type: none"> <li>• Business Research Methods. 13<sup>th</sup> edition, 2018, Cooper Donald, Schindler Pamela, McGraw Hill Higher education</li> <li>• A gentle Guide to Research Methods, 1<sup>st</sup> edition, 2006, Rugg and Petre, McGraw Hill education</li> <li>• Landau S., Everitt, B. S., (2004). A hand book of statistical Analyses using SPSS, Chapman and Hall/CRC Publications</li> </ul>   |

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|            | <ul style="list-style-type: none"> <li>• Colman A. M., Pulford B. D., (2008). A crash course in SPSS for windows, Wiley Blackwell.</li> <li>• Corley &amp; Gioia (2011) Building Theory about theory building: What constitutes a theoretical contribution, <b>Academy of Management Review</b>, 36 (1) 12-32</li> <li>• Whetten, D. A. 1989. What constitutes a theoretical contribution? <b>Academy of Management Review</b>, 14: 490–495.</li> <li>• Mintzberg, H. 2005. Developing theory about the development of theory. In K. G. Smith &amp; M. A. Hitt (Eds.), <b>Great minds in management: The process of theory development</b>: 355–372. Oxford: Oxford University Press.</li> <li>• Whetten, D. A. 1990. Editor’s comments: Personal comments. <b>Academy of Management Review</b>, 15: 578–583.</li> <li>• Van de Ven, A. H. 1989. Nothing is quite so practical as a good theory. <b>Academy of Management Review</b>, 14: 486 – 489.</li> <li>• Hambrick, D. C. 2005. Upper echelons theory: Origins, twists and turns, and lessons learned. In K. G. Smith &amp; M. A. Hitt (Eds.), <b>Great minds in management: The process of theory development</b>: 109 –127. New York: Oxford University Press.</li> <li>• Pratt, M. G. 2011. From the editors: For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research. <b>Academy of Management Journal</b>, 52: 856-862.</li> <li>• Dawson, 2002, Practical Research Methods, New Delhi, UBS Publishers Distributors</li> <li>• Kothari, 1985, Research methodology-methods and techniques, New Delhi, Wiley Eastern Limited</li> <li>• Kumar, 2005, Research methodology- A step by step Guide for beginners, 2<sup>nd</sup> edition, Pearson education</li> <li>• Williams, 2007, Research Methods, Journal of Business and Economic Research, 5(3), 65-72</li> <li>• Greener, 2008, Business research methods, www.bookboon.com</li> </ul> |
| Assessment | <p>The formal assessment of this module consists of</p> <p><b>Final project -100%</b></p>  |
| Language   | English  |