

Course unit title:	Business Research and Report Writing I		
Course unit code:	ARRW 101		
Type of course unit:	Optional		
Level of course unit:	Bachelor (1 <sup>st</sup> cycle)		
Year of study:			
Semester when the unit is delivered:			
Number of ECTS credits allocated :	6		
Name of lecturer(s):			
Learning outcomes of the course unit:	<p>Identify and understand the need for and methods to search for, extract, and synthesize information in a particular subject and topic area.</p> <p>Evaluate and obtain information from a variety of sources.</p> <p>Appraise information sources on the basis of quality and reliability.</p> <p>Collect and analyze data using qualitative methods.</p> <p>Demonstrate how different research strategies can help structure the research project.</p> <p>Apply all the above during both the mid-term and final presentation and subsequent preparation of the research project submitted</p>		
Mode of delivery:	Lectures and class discussions		
Prerequisites:		Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p><b><i>I. Nature of Business Research</i></b></p> <p>Clarify the research topic</p> <p>Attributes of a good research topic</p> <p>Rational thinking</p> <p>Refining and turning research ideas into research projects</p> <p><b><i>II. Critically Reviewing the Literature</i></b></p> <p>Content and structure of critical review</p> <p>Literature sources available</p> <p>Planning obtaining evaluating and recording the literature</p> <p><b><i>III. Research Strategy – Negotiating Access</i></b></p> <p>Different research strategies</p> <p>Problems and strategies to gain access</p> <p>Use contacts, overcome concerns, benefits to the organization</p>		

	<p><b>IV. Data Collection using Interviews and Questionnaires</b></p> <p>Types of interviews  Situations favouring qualitative research interviews  Way to conduct interviews  When to use questionnaires, different types and choices  Designing the questionnaire  Pilot testing and assessing validity</p> <p><b>V. Analysing Qualitative Data</b></p> <p>Categorization and Unitization  Recognizing relationships and developing categories  Developing and testing hypotheses to reach conclusions</p> <p><b>VI. Ethical Issues</b></p> <p>Ethics in data collection  Ethics related to the analysis and reporting stages</p> <p><b>VII. Writing the Project</b></p> <p>Getting started with writing  Structuring your project  Developing an appropriate writing style</p>
Recommended and/or required reading:	Saunders, M., P. Lewis and A. Thornhill. Research Methods for Business Students, 5th Edition, Prentice Hall, 2009
Textbooks:	Saunders, M., P. Lewis and A. Thornhill. Research Methods for Business Students, 5th Edition, Prentice Hall, 2009
References:	<p>Crowther David and Lancaster Geoff, Research Methods, 2<sup>nd</sup> Edition, Routledge. 2012</p> <p>Sekaran, Uma and Roger Bougie, Research methods for business: A skill building approach, 5<sup>th</sup> edition, Wiley, 2011</p> <p>Cooper Donald and Schindler P, Business Research methods, 11<sup>th</sup> edition, McGraw Hill, 2010</p>
Planned learning activities and teaching methods:	Lectures, discussions, oral presentations, feedback based on the evaluation of the research project submitted
Assessment methods and criteria:	Mid-term and Final presentations and subsequent evaluations of the research project
Language of instruction:	English
Work placement(s):	Not applicable