

Course unit title:	BUSINESS RESEARCH AND REPORT WRITING		
Course unit code:	ARRW 120		
Type of course unit:	Compulsory		
Level of course unit:	Bachelor (1st cycle)		
Year of study:	3 rd		
Semester when the unit is delivered:	6 th		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr Elena Ketteni, Dr Maria Avtzaki		
Learning outcomes of the course unit:	<p>By the end of the course, the students should be able to:</p> <ul style="list-style-type: none"> • Knowing and understanding the need for, and methods to search for, extract and synthesize information in a particular subject and topic area. • Obtaining and evaluating information from a variety of sources including the internet, newspapers, books, journals, magazines, and evaluate information sources on the basis of quality and reliability. • List and explain the different methods for collecting data (qualitative and quantitative). • Collecting, entering, editing, analysing and interpreting data using the software package IBM SPSS. • Considering different research strategies that can help structure the research project • Orally present part of the research project. 		
Mode of delivery:	Face-to-face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Nature of Business & Management Research Nature of Research and the Research Process.</p> <p>Formulating and Clarifying the research topic</p> <ul style="list-style-type: none"> • Attributes of a good research topic. Generate Research Ideas. • Turning Research ideas into research projects. • Writing your research proposal. <p>Critically reviewing the literature</p> <ul style="list-style-type: none"> • Purpose content and structure of critical review. • Literature sources available. • Planning obtaining evaluating and recording the literature. <p>Selecting samples Probability sampling and Non probability sampling.</p> <p>Using secondary data</p>		

	<p>Types of secondary data. Advantages and Disadvantages of secondary data.</p> <p>Collecting primary data through observation Observation.</p> <p>Collecting primary data using interviews Types of Interviews and Focus groups.</p> <p>Collecting Primary data using Questionnaires Designing and administrating Questionnaires.</p> <p>Analysing Quantitative data Using the software Package IBM SPSS. Entering data, and variables. Analysing, exploring and presenting results.</p> <p>Analysing Qualitative data Overview of qualitative analysis</p> <p>Analysing and presenting your project report Structuring and organising report</p>
Recommended and/or required reading:	Colman A. M., Pulford B. D., (2008). A crash course in SPSS for windows , Wiley Blackwell.
Textbooks:	<p>Saunders, M., P. Lewis and A. Thornhill (2007) Research Methods for Business Students, 4th Edition, Prentice Hall.</p> <p>Landau S., Everitt B. S., (2004). A hand book of statistical Analyses using SPSS, Chapman and Hall/CRC Publications.</p>
References:	Crowther D. and Lancaster Geoff (2008) Research Methods: A concise introduction to research in management and business consultancy , Butterworth-Heinemann.
Planned learning activities and teaching methods:	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 & qualitative methods of research. Students are encouraged to participate in discussions aiming to help them produce and present a part of their project in groups of two. Their project will require research on the topics investigated. Presentations are discussed during the class ensuring all students receive feedback. Part of the course is given in computer labs to ensure that students are becoming familiar with IBM SPSS.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Mid-term- Project presentation: 20% • Mid-term test or assignment on IBM SPSS: 20% • Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable