

ABRM350 – Business Research Methods

Course Title	Business Research Methods			
Course Code	ABRM350			
Course Type	Compulsory			
Level	BSc (Level 1)			
Year / Semester	3 rd /Spring			
Teacher's Name	Prof. Eleni Hadjiconstantinou / Dr Stavros Georgiades / Dr Elena Ketteni / Dr Petroula Mavrikiou			
ECTS	6	Lectures / week	3	Laboratories/week
Course Purpose	<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. 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>			

<p>Learning Outcomes</p>	<p>By the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Explaining 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 primary and secondary data and appraising information sources on the basis of quality and reliability • Formulating and clarifying their research topic and objectives • Explaining the different methods for collecting data (qualitative and quantitative) • Considering different research strategies based on their research project and objectives • Applying data collection through interviews and evaluating the data obtained • Collecting, entering and analysing quantitative data and interpreting results using the IBM SPSS software • Writing and orally presenting a research project 		
<p>Prerequisites</p>	<p>AMAT210</p>	<p>Co-requisites</p>	<p>None</p>
<p>Course Content</p>	<p>Nature of Business Research and the Research Process</p> <p>Selecting a research topic Attributes of a good research topic Generate Research ideas Refining and turning research ideas into research projects Critically Reviewing the Literature Content and structure of critical review Literature sources available Planning obtaining evaluating and recording the literature Research Strategy Different research strategies – qualitative and quantitative research Problems and strategies to gain access Use contacts, overcome concerns, benefits to the organization</p> <p>Selecting samples Probability and Non- probability sampling Data Collection using Interviews Types of interviews Situations favouring qualitative research interviews Way to conduct interviews Data Collection using Questionnaires When to use questionnaires, different types and choices Designing the questionnaire Types of questions used</p>		

	<p>Pilot testing and assessing validity Data Collection using online databases Data collection of secondary online data such as Eurostat, World Bank, organizations and Statistical services</p> <p>Analysing Qualitative Data Recognizing relationships and developing categories Developing and testing hypotheses to reach conclusions Ethical Issues Ethics in data collection Ethics related to the analysis and reporting stages</p> <p>Analysing Quantitative Data Using the software Package IBM SPSS. Entering data, and variable description. Analysing, exploring and presenting results. The concept of significance</p> <p>Data analysis for one variable Descriptive and inferential data analysis. Hypothesis testing for one variable.</p> <p>Analysis of two variables and testing for relationships T-tests, ANOVA, Chi square test, Correlation Simple and Multiple Regression. Extensions Writing and Presenting the Project report Structuring a project Developing an appropriate writing style Organising small reports</p>
<p>Teaching Methodology</p>	<p>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 are encouraged to participate in discussions and assignments aiming to help them produce and write reports. The reports are discussed during the class ensuring that all students receive feedback. Part of this course is given in computer labs to ensure that students are becoming familiar with IBM SPSS.</p>
<p>Bibliography</p>	<p>(a) Saunders, M., P. Lewis and A. Thornhill (2016). Research Methods for Business Students, 7th Edition, Prentice Hall,</p> <p>(b) Cohen, L., Morrison, K. and M., Lawrence (2011). Research Methods in Education. Routledge</p> <p>(c) Bryman, A. and Bell, E. (2015). Business Research Methods Fourth Edition, Oxford, Oxford University Press.</p> <p>(d) Wilson, J. (2014). Essentials of Business Research: A Guide to Doing Your Research Project Second Edition, London, Sage.</p> <p>(e) Landau S., Everitt, B. S., (2004). A hand book of statistical Analyses using SPSS, Chapman and Hall/CRC Publications.</p>

	<p>(f) Colman A. M., Pulford B. D., (2008). A crash course in SPSS for windows, Wiley Blackwell.</p> <p>(g) Crowther D. and Lancaster G. (2012), Research Methods, 2nd Edition, Routledge.</p> <p>(h) Sekaran, U. and R. Bougie (2011), Research methods for business: A skill building approach, 5th edition, Wiley</p> <p>(i) Cooper D. and Schindler P. (2010), Business Research methods, 11th edition, McGraw Hill</p>
Assessment	<ul style="list-style-type: none"> • Written Mini Project: 25% • Presentation of Mini project: 25% • Test on IBM SPSS: 50%
Language	English