MBA 612 – Research Methodology & Statistical Analysis

Basic Information

Course Title: Research Methodology & Statistical Analysis  
Code: MBA 612  
Hours: Lecture: 3  Credit Hours: 3  
Academic Year/Level: MBA

1 - Course Description and Overall Objectives:

This course is designed to emphasize the foundational methods and techniques of research in business management context. Students will be exposed to the main components of the research process i.e., research problem, research question, research objectives, research hypotheses, data collection, ethical issues in research, report writing, and presentation. The main objective of this course is to enable students to understand the research process and conduct research project in an area of their choice.

Course Objectives:

A. Introduce students to the basic framework of research process.
B. Provide students with an understanding of various research designs and techniques.
C. Introduce students to various sources of information for literature review and data collection.
D. Encourage students to develop an understanding of the ethical dimensions of conducting applied research.
E. Introduce students to the components of scholarly writing and evaluate its quality.
F. Encourage students to identify and apply different statistical tests.

2 - Intended Learning Outcomes of the Course (ILOs):

(A) Through knowledge and understanding, students will be able to:

(K1) Identify the nature, role and objectives of research methodology.
(K2) Recognize approaches and concepts used in research methodology.
(K3) Identify methods and techniques used in research methodology.
(K4) Acquire an understanding of the contribution and role of research methodology in research process.

(B) Through **intellectual skills**, students will be able to:

(11) Examine the appropriate theories, principles and concepts relevant to research methodology.
(12) Assess and evaluate the methods used in research methodology.
(13) Analyze and interpret output information from a variety of statistical tests.
(14) Develop a critical argument to the solution of familiar and unfamiliar problems relevant to research methodology.

(C) Through **professional and practical skills**, students will be able to:

(P1) Plan, design and formulate practical activities using techniques and procedures appropriate to managerial accounting
(P2) Apply tests, techniques and procedures of research methodology.
(P3) Write a simple research project in a chosen topic.
(P4) Examine appropriate judgment in selecting and presenting information.

(D) Through **general and transferable skills**, students will be able to:

(G1) Demonstrate effective written and oral communication skills relevant to research methodology.
(G2) Demonstrate problems relevant to research methodology using ideas and techniques some of which are at the forefront of the discipline.
(G3) Demonstrate the ability to self appraise and reflect on relevant aspects to research methodology.

**3 - Course Outline:**

*Week Number 1:* Research Methodology: An Introduction – The role of research and research process overview.

*Week Number 2:* Identifying a Research Problem.

*Week Number 3:* Reviewing the Literature.

*Week Number 4:* Research Design.

*Week Number 5:* Continue: Research Design.

*Week Number 6:* Understanding Concepts, Constructs, Variables.

*Week Number 7:* First Assessment (Lecture will continue after the assessment)
4. Teaching and Learning Methods:

The course comprises a combination of lectures, and case discussions. Required facilities: Data Show.

5. Student Assessment Methods, Schedule and Grading:

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<tr>
<th>Assessment No.</th>
<th>Type</th>
<th>Start Week No.</th>
<th>Submit Week No.</th>
<th>Weight %</th>
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<tr>
<td>1</td>
<td>First Assessment</td>
<td>1</td>
<td>7</td>
<td>30</td>
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<tr>
<td>2</td>
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<td>Final Examination</td>
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<td><strong>Total</strong></td>
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6. List of References:

(a) Course Notes:

Notes will be distributed to the students throughout the semester

(b) Essential Books (Text Books):
Sekaran, U. and Bougie, R., Research Methods for Business: A Skill-Building Approach,

(c) **Recommended Books:**

Saunders, M., Lewis, P. and Thornhill, A., Research Methods for Business Students,