

# Global Learning Semesters

## Course Syllabus

Course: ENTR-601 Business Research Methods

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-601	Business Research Methods	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

### Course Description

The course helps develop the skills necessary to conduct business research, to gain critical understanding of the value of existing research, and to appreciate the role of research in strategic and day-to-day management processes.

After a detailed description and analysis of the most common research methodologies, the student is challenged in the selection of the appropriate methodology for the research problem at hand, the rigor with which the method is applied, and the insights and understandings provided by the methodology in relation to the business research problem. Emphasis is placed on the use of modern information technology and the Internet to search electronic databases to complement traditional methods in data collection. Data analysis is augmented with the use of software packages, such as SPSS, so as to facilitate deeper insights into management issues that might not otherwise be possible.

Finally, critical reflection is encouraged to determine the meanings of the findings and their relevance to the question at hand.

### Prerequisites

None

### Topic Areas

#### Research in Business

- The nature of business and management research
- Formulating and clarifying the research topic
- Options: exploratory studies; descriptive studies; causal studies; action research
- The research process

#### The Design of Research

- Deciding on the research approach and choosing a research strategy
- The concept of measurement; scaling design
- Sampling and its implications

#### Sources and Collection of Data and Information

- Critically reviewing the literature
- Using secondary data
- Collecting primary data using semi-structured and in-depth interviews
- Collecting primary data using questionnaires

#### Analysis and Presentation of Research Findings

- Analyzing qualitative data
- Analyzing quantitative data
- Writing and presenting the research report

## Readings and Resources

### Required Textbook

- Saunders M., Lewis P., Thornhill A., (2003) Research Methods for Business Students, 3<sup>rd</sup> Edition, Prentice Hall.

### Additional Readings

- Ticehurst, G.W., Veal A.J. (2000) Business Research Methods: A Managerial Approach, LONGMAN.
- Emory, C.W., Cooper, D.R., (1991) Business Research Methods, IRWIN.