

Bachelor of Business Administration (Hons)

1.	Course Title	Research Methodology		
2.	Course Code	BBUS2033		
3.	Status	Major		
4.	Credit Hour	3 (2+1) 2 lectures (2 hours per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks)		
5.	Semester/Year	1/4		
6.	Prerequisites	BSTA2024 Quantitative Analysis		
7.	Teaching method:	Distance Learning (Electronics)		
8.	Evaluation	Assessment and Marking Percentage: <div>Quizzes10 %</div> <div>Assignments10 %</div> <div>Interactions through discussion board10 %</div> <div>Mid-Semester Exam20 %</div> <div>Final Examination50 %</div>		
9.	Lecturer	N/A		
10.	Objective of the Subject	At the end of this subject, students should be able to: <ul style="list-style-type: none">think of a research idea which is related to their field or discipline;search and review the necessary types of literature;decide which method/methodology to be employed;discover and identify the limitations of the research;employ suitable methods of analysis for the research; and,write a research report for a small-scale project.		
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none">identify what social science research is;distinguish between applied and basic research;describe the steps in the research process;differentiate between qualitative and quantitative methods;identify components of a good literature review;describe the requirements for problem statements;know how to incorporate or develop relevant conceptual framework;know how to vary options in research design;identify data gathering information;explain data analysis and interpretation methods; and,describe research reporting approaches.		
12.	Synopsis	This subject provides students with the fundamentals of social science research by understanding research concepts, the processes involved and an appreciation of methodological and research design considerations, applications and implications. Emphasis is placed on principles that are applicable in social science research which include some philosophy of science, how to distinguish a theory, how to derive hypotheses from the theory, how to design a research project to test the hypotheses, how to carry out the research and how to write up the results. Since it is an introductory course to social science research methods, a problem-based approach is recommended whereby students will have to do exercises for several topics throughout the semester.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Introduction to Research <ul style="list-style-type: none">What is research?Social science researchApplied versus basic researchQuantitative, qualitative and mixed methodsCharacteristics of scientific researchThe hypothetico-deductive method	2	1.5

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		<ul style="list-style-type: none"> Other types of research 		
	Topic 2	The Research Process <ul style="list-style-type: none"> Broad problem area Preliminary data collection Literature survey Problem definition Ethical issues in the preliminary stages of investigation 	4	3
	Topic 3	Theoretical Framework <ul style="list-style-type: none"> The need for a theoretical framework Types of variables Hypotheses development 	4	3
	Topic 4	Research design <ul style="list-style-type: none"> Purpose of the study Type of investigation Extent of researcher interference with the study Study setting Unit of analysis Time horizon 	2	1.5
	Topic 5	Measurement of variables <ul style="list-style-type: none"> How variables are measured Operational definition Scaling techniques frequently used <ul style="list-style-type: none"> Rating scales Ranking scales Goodness of measures: <ul style="list-style-type: none"> Reliability Validity 	4	3
	Topic 6	Data collection methods <ul style="list-style-type: none"> Sources of data <ul style="list-style-type: none"> Primary Secondary Data collection methods <ul style="list-style-type: none"> Interviews Questionnaires Observation Ethics in data collection 	4	3
	Topic 7	Sampling <ul style="list-style-type: none"> Population, element, population frame, sample, subject, sampling Reasons for sampling Representativeness of the sample Normality of distributions Probability and non-probability sampling Precisions and confidence Sample data and hypothesis testing Determining the sample size Efficiency in sampling Sampling in qualitative studies 	4	3
	Topic 8	Data analysis and interpretation <ul style="list-style-type: none"> Getting data ready for analysis Data analysis and interpretation Using software packages for data analysis 	2	1.5
	Topic 9	The research report The research proposal <ul style="list-style-type: none"> Contents of the research report Writing tips 	2	1.5

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		<ul style="list-style-type: none">Ethical issues to anticipate		
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	<div><div>1. Babbie, E.R. (2003). The practice of social research (10th edition). Wadsworth Publishing.</div><div>2. Sekaran, U. (2005). Research methods for business: A skill building approach (4th edition). John Wiley & Sons, Inc.</div></div>		
15.	Additional References:	<div><div>1. Richardson, S., Guru, B.K., Ming Yu, C., Kok Wei, K., & Pointon, L. (2005). How to research: A guide for undergraduate & graduate students. Thomson Learning: Asia.</div><div>2. Creswell, J.W. (2003). Research design: Qualitative, quantitative and mixed methods approaches (2nd edition). Sage Publications.</div></div>		
	Other Materials:	All other materials will be available to students online.		