

**Course: Bachelor of Business Administration in E-Commerce**

1.	Course Title	Project Paper	اسم المادة
2.	Course Code	BBUS5064	رمز المادة
3.	Status	Major	مادة أساسية
4.	Credit Hour	4 (1+3) 1 tutorials (1.5 hours per week x 14 weeks) 3 fieldwork (3 hours per week x 14 weeks)	عدد الساعات المعتمدة
5.	Semester/Year	2/4	الفصل الدراسي
6.	Prerequisites	BBUS2033 Research Methodology	المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)	طريقة التدريس
8.	Evaluation	<b>Assessment and Marking Percentage:</b> Completion of tasks outlined in Independent Study Agreement Form (includes research proposal, student commitment, data collection, data analysis and report writing) 40 % Submission of Abstract for the presentation 10 % Report Presentation 20 % Final Report Submission 30 % Final Exam (No final exam)	
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"> <li>Explore topic of interest beyond those covered in course offering.</li> <li>Enhance student knowledge of the research process.</li> <li>Carry out research with proper research skills.</li> <li>Deliver good research paper presentation.</li> <li>Get involve or participate in research conference.</li> </ul>	
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> <li>Explore topic of interest beyond those covered in course offering.</li> <li>Analyze and develop research issues and problems.</li> <li>Carry out research using proper research methods.</li> <li>Involve or participate in research conference.</li> </ul>	
12.	Synopsis	BBUS1144 provides student with an opportunity to engage in research under the supervision of a faculty member. The supervisor will gives proper guidance from preparation of research proposal until completion of the final report which include in defining the problem, data collection and analysis methods, preparing a research report (academic writing), and preparation for report presentation. This course provides good exposure and experience in completing a small research study, which later on could provide for a student planning graduate study in the future.	
13.	Topics	Details	Tutorial (Hrs)
		<b>Introduction</b> The faculty Advisor and student are to complete the Independent Study Agreement Form. This agreement form outlines mutually agreed upon expectations for learning objective, tasks to be completed, timelines, meeting schedules, and format of report submissions. The Advisor will explain the Plan of Study and research project requirements.	1.5
		<b>Development of Proposal</b> Design and plan the proposal for submission which includes: <ul style="list-style-type: none"> <li>research topic</li> </ul>	1.5
			Fieldwork (Hrs)

		<ul style="list-style-type: none"> <li>• objectives</li> <li>• rational</li> <li>• scope and limitation</li> <li>• resources</li> <li>• data collection and analysis methods</li> </ul>		
	<b>Topic 1</b>	<b>Submission of Proposal</b> The advisor assesses the completeness of proposal in detail and suggest for amendment (if required).	1.5	

	<b>Topic 2</b>	<b>Literature Review and Resources Identification</b> Literature Review development and identification of relevant resources for data collection.	1.5	
	<b>Topic 3</b>	<b>Literature Review and Resources Identification</b> The advisor assesses the completeness of Literature Review and relevant resources for data collection in detail and suggest for amendment (if required).	1.5	
	<b>Topic 4</b>	<b>Conceptual framework and Research design</b> Development conceptual framework, research design, conceptual framework, and variables use in the study.	1.5	
	<b>Topic 5</b>	<b>Conceptual framework and Research design</b> The advisor review research design, conceptual framework, and variables use in the study and suggest amendment (if any). Discuss on research instruments development.	1.5	
	<b>Topic 6</b>	<b>Research Instruments</b> The advisor review research instrument and suggest amendment (if any). Advisor discusses on data collection methods.	1.5	
	<b>Topic 7</b>	<b>Data Collection</b> Student report data collection progress, problems and issues (if any) for improvement.	1.5	
	<b>Topic 8</b>	<b>Data Collection</b> Student report data collection progress, problems and issues (if any) for improvement.	1.5	
	<b>Topic 9</b>	<b>Data Collection</b> Student report data collection progress, problems and issues (if any) for improvement.	1.5	
	<b>Topic 10</b>	<b>Data Analysis on research findings</b> Discuss data analysis, problems and issues (if any) for improvement.	1.5	
	<b>Topic 11</b>	<b>Draft of reports and presentation preparation</b> Discuss on presentation requirements, writing of final reports.	1.5	
	<b>Topic 12</b>	<b>Reports Presentation</b> Presentation of research reports and assessment by advisor and panel of examiners.	1.5	
	<b>Topic 13</b>	<b>Report Amendments</b> Discuss on final reports amendments.	1.5	
	<b>Topic 14</b>	<b>Final Reports Submission</b> Student submits final reports.	1.5	
		Total contact hours	21	42
		Equivalent lecture hours	14	42
		Total lecture hours	56	
		Credit hours	4	
14.	<b>Main references:</b>	1. Denzin, N.K. and Lincoln, Y.S. (eds.). (2005). <b>The Sage Handbook of Qualitative Research, Third Edition</b> , Sage, Thousand Oaks. 2. Saunders, et.al. (2007). <b>Research Methods for Business Students</b> (5th edition), Prentice Hall.		
15.	<b>Additional References:</b>	1. Myers, M.D., and Newman, M. (2007). "The qualitative interview in IS research: Examining the craft," Information and Organization (17:1), pp 2-26. 2. Bryman, A. (2006a). <b>Integrating quantitative and qualitative research: How is it done? Qualitative Research</b> , 6, pp 97-113 3. Bryman, A. (2004) <b>Social Research Methods</b> (2nd edition). Oxford: Oxford University Press. 4. Berg, B.L. (2004). <b>Qualitative Research Methods for the Social Science</b> (5th edition). Boston: Pearson/Allyn & Bacon. 5. Best, S.J, and Krueger, B.S. (2004). <b>Internet Data Collection</b> . Thousand Oaks, CA: Sage.		
	<b>Other Materials:</b>	All other materials will be available to students online.		

