

Course Details:

Course Title: Quantitative & Qualitative Research Methods
Course Code: MGT-321

Credit Hours: 3
Pre-requisite: none

Course Description:

This course introduces the students to a range of qualitative and quantitative research methods used in the field of business studies. The course aims to extend and deepen the understanding of different research approaches and methodologies to prepare students for carrying out their research projects in their respective areas of specialization. The course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry, and in presenting their results.

It is an advanced level course offering an insight into the key ways in which assessment is made for selecting an appropriate research approach and methods of inquiry in line with the research projects in the field of business studies. In addition, it will equip students with developing and executing a research project in real life corporate settings. Successful completion of the course will be sufficient for students to undertake their undergraduate final year projects.

The students will learn to investigate the key stakeholder groups by using a variety of qualitative and quantitative research methods. Students will be equipped to explore and make a careful selection from amongst a range of qualitative and quantitative research methods in order to make a qualitative inquiry or quantitative inquiry for reaching conclusions in line with the theoretical position that underlies the qualitative or quantitative methodology respectively.

Course Learning Outcomes:

1. **CLO1: *Understand*** different methods and designs in research, their strengths and weaknesses, and appropriate usage.
2. **CLO2: *Explain*** ethical issues in planning and conducting research.
3. **CLO3: *Plan*** and undertake primary research in a team setting.
4. **CLO4: *Develop*** professional reports to present qualitative and quantitative research findings.
5. **CLO5: *Analyze*** business problems using primary and secondary research.

Required Course Material:

Before Mid-Term:

Books:

Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons

Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition

Reference Books:

Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students*. Pearson education.

After Mid-term

Books:

Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition

Reference:

Creswell J W (2012) Qualitative Inquiry and Research Design: Choosing Among Five Approaches. SAGE Publications.

Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students. Pearson education.

Weekly Schedule:

+	Lecture No. and Topic	Preparation Material	Related CLOs
1	Week 1: <ul style="list-style-type: none"> • Overview and introduction to the course: Content, assignments, expectations. • Sources of Knowledge • Introduction to scientific research method • The Process of research • Basic vs Applied Research 	“The nature and process of business research. In Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. Lecture Notes: 1. Sources of knowledge 2. The scientific approach <i>PowerPoint Slides</i>	Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)
2	Week 2: The Selection of a Research Approach <ul style="list-style-type: none"> • Determining your research approach • Identifying a worldview with which you are most comfortable (Positivism, interpretivism, constructionism, critical realism pragmatism) • Deductive Vs Inductive Approach • Qualitative versus quantitative research: Key differences 	Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition Chapter 2 (Business Research Strategies) <i>PowerPoint Slides</i>	Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)
3	Week 3: <ul style="list-style-type: none"> • Formulating and clarifying the research topic, / Identifying the research problem • Defining the problem statement • Research questions • Exploratory, Descriptive and Causal Research 	Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons, (7 th Edition) Chapter 3 PowerPoint Slides	Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1) Explain ethical issues in planning and conducting research. (CLO 2)

		Related to Problem Statement and topic selection	
4	<p>Week 4: Conducting Literature Review, identifying variables and Use of Theory</p> <ul style="list-style-type: none"> • Conductive a critical Literature review • Identifying variables in a quantitative study (Independent, dependent, mediating and moderating) • Theoretical framework and Hypothesis development • <i>Research Proposal</i> 	<p>Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons, (7th Edition) Chapter 4 and Chapter 5</p> <p>PowerPoint Slides</p> <p>Notes related to research proposal</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p>
5	<p>Week 5: Elements of research design</p> <ul style="list-style-type: none"> • Explain what is meant by a research design. • Develop an appropriate research design for any given study. • Explain why a researcher might be constrained to settle for less than the “ideal” research design • Study settings, Unit of analysis and time horizon 	<p>Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons, (7th Edition) Chapter 6</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>
6	<p>Week 6: Administering questionnaires and measurement of variables</p> <ul style="list-style-type: none"> • Types of questionnaires. • Design questionnaires to tap different variables. • Explain how variables are measured. • Explain when the operationalization of variables is necessary • Types of measurement scales (Nominal, ordinal, interval and ratio) 	<p>Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons, (7th Edition) Chapter 9, 11 and 12</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Develop professional reports to present qualitative and quantitative research findings. (CLO 4)</p>
7	<p>Week 7: Sampling</p> <ul style="list-style-type: none"> • Define sampling, sample, population, element, sampling unit, and subject. • Discuss statistical terms in sampling. 	<p>Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons, (7th Edition) chapter 13</p>	<p>Evaluate different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Develop professional reports to present qualitative and</p>

	<ul style="list-style-type: none"> • Probability and non-probability sampling • Describe and discuss the sampling process. 		quantitative research findings. (CLO 4)
8	<p>Week 8: Quantitative data analysis</p> <ul style="list-style-type: none"> • Descriptive statistics • Reliability and validity • Correlation • Regression Analysis • Overview of SPSS • Submission of Research proposal assignment 	Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition Chapter 15	<p>Analyze business problems using primary and secondary research. (CLO 5)</p> <p>Explain ethical issues in planning and conducting research (CLO 2)</p>
9	Mid-Semester Exam		
10	<p>Week 10: Hands on practice of quantitative data analysis on SPSS</p> <ul style="list-style-type: none"> • Creating Composite Variables in SPSS • Descriptive statistics • Reliability • Correlation Analysis • Regression Analysis 	<p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition</p> <p>Chapter 16</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>
11	<p>Week 11: Qualitative data collection</p> <ul style="list-style-type: none"> • Primary data collection and secondary data collection • Qualitative sampling techniques: selecting and justifying the appropriate sampling technique. • Negotiating access and addressing ethical issues in research • The process of Reflexivity in research 	<p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition Chapter 18</p> <p>“Ethics in business research” Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition Chapter 6</p>	<p>Explain ethical issues in planning and conducting research (CLO 2)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>
12	<p>Week 12: Qualitative research methods</p> <ul style="list-style-type: none"> • Interview method (structured, unstructured and semi structured) • How to prepare an interview transcript 	<p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition</p> <p>Chapter 20 Slides</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>

13	<p>Week 13:</p> <p>Qualitative research methods</p> <ul style="list-style-type: none"> • Case study research • Ethnographic research (Doing observations and participant observations) • Focus group discussions 	<p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition</p> <p>Relevant sections from Chapter 19 and Chapter 21</p> <p>Slides</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>
14	<p>Week 14:</p> <p>Qualitative data analysis</p> <ul style="list-style-type: none"> • Preparing and Organizing data • Coding and Themes Generation 	<p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition</p> <p>Relevant sections from Chapter 24</p> <p>Slides</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Analyze business problems using primary and secondary research. (CLO 5)</p>
15	<p>Week 15:</p> <p>Qualitative data analysis</p> <ul style="list-style-type: none"> • Interpretation and writing of qualitative data • Validity and reliability in qualitative research • Doing data triangulation • Submission of Research Project and Group Presentations 	<p>Slides;</p> <p>Bryman A and Bell E (2019) Business Research Methods. OUP Oxford. 5th Edition</p> <p>Relevant sections from Chapter 24</p> <p>Group Project Submission</p>	<p>Understand different research methods, their strengths and weaknesses and their appropriate usage. (CLO 1)</p> <p>Plan and undertake primary research in a team setting. (CLO 3)</p> <p>Develop professional reports to present qualitative and quantitative research findings. (CLO 4)</p>
16	<p>Week 16:</p> <ul style="list-style-type: none"> • Research Project group presentations 		<p>Develop professional reports to present qualitative and quantitative research findings. (CLO 4)</p>
17	Buffer Week		
18	End Semester Exam		