Department: Business Administration	Program: MBA
Course Name: Research project	**Course Code:** BUS 698
Pre-requisite: Not Applicable	**Credit Hours:** 3

Brief Description

The course will give students an opportunity to integrate and apply theoretical knowledge in a detailed and comprehensive manner in the form of a research project. Students will hone the skill of identifying a potential research gap suitable for research; setting research objectives; locating, organizing and critically analyzing the relevant secondary data through a thorough review of literature; devising an appropriate research methodology; analyzing the primary data selected, drawing conclusions, drawing on the implications for the academia & practice, and the directions for the future research.

Course Objectives

After completion of this course the student will be able to:
- Apply critical thinking and problem-solving skills in the diagnosis and recommendation of solutions for the targeted research objective or an organizational problem.
- Demonstrate scholarship and professional competence by defining, designing and delivering an academically rigorous piece of research.
- Demonstrate critical thinking and problem-solving skills in the diagnosis and endorsement of solutions for the embattled business problem or opportunity.
- Discuss how to gather and analyze primary and secondary data.
- Examine how a piece of research impacts on existing and future research and practice.
- Identify different research methodologies and select the most appropriate one for a specific study.

Course Learning Outcomes

- Ability to identify and apply the knowledge in the field of business
- Have written and oral skills
- Have IT skills
- Have the skills of critical and strategic thinking
- Understand and practice values such as sustainability, leadership, Ethics, CSR and cultural diversity

Course Topics

- Identifying the research gap
- Writing down the introduction
- Review of literature and conceptual background
- Developing the conceptual framework
- Hypotheses development
- Research methodology
- Why you chose a particular method
- Analysis of the data
- Writing down the findings and results
- Discussion and conclusion

Text Book
↘ Cooper, D.R., Schindler, P.S. and Sun, J. (2006). Business research methods (Vol. 9). New York: McGraw-Hill Irwin.

Additional References
↘ McQueen, R. A. and Christina, K. (2002). Research Methods for Social Science: A Practical Introduction. Harlow (England): Prentice-Hall.
↘ Heath, M. and Tynan, C. (2010). Crafting a research proposal. The Marketing Review, Volume 10 (2), pp.147-168.
↘ Saunders, M.N. and Lewis, P. (2012). Doing research in business & management: An essential guide to planning your project. Surrey, Pearson.

Online Resources
↘ Academic databases available through the University's Library website.

Course Outline

Week	Hours	Topics	Remarks
1	3	General introduction to the course, common mistakes why the majority of students fail to complete the research project on time	
2	3	Identifying the research gap	
3	3	Writing down the introduction: What you are researching; 2. Why you are researching it	
4	3	Review of literature and conceptual background	
5	3	Developing the conceptual framework	
6	3	Hypotheses development	
7	3	Submission of research proposal to the committee for approval	
8	3	Research Methodology	
9	3	Why you chose a particular method (e.g. quantitative survey rather than qualitative case studies)	
10	3	Analysis of the data	
11	3	Analysis of the data (continued)	
12	3	Writing down the findings and results	
13	3	Discussion and conclusion	
14	3	Implications for academia and the industry	
15	3	Revision and Submission	

Measurement and Assessment Tools

Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Proposal submission	20	7	X	X			X	X	X	X	X	X	X	X
Presentation	20	15			X	X					X	X		X
Final report	60	15	X			X	X	X	X	X	X	X	X	X
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	