

Global Learning Semesters

Course Syllabus

Course: BADM-431 Research methods in business

Department: Business

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BADM-431	Research methods in business	1.5
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	Advanced Standing
Department	Level of Course	Language of Instruction
Business	Upper Division	English

Course Description

- Introduction to research and the scientific method
- The research process
- Review of literature
- Topic selection and hypothesis formulation
- Research design and expected outcomes
- Sampling
- Data collection methods and questionnaire design
- Data analysis, presentation and interpretation
- The research report
- Report preparation and presentation

Instructor

Dr Andreas Polemitis

Course Aims and Objectives

This course prepares students who plan to do their Senior Year Project. Students develop their ability to conduct research in a systematic manner in all areas of business.

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Project/homework:	10%
Mid-Term:	40%
Final Exam:	50%

Readings and Resources

Required Textbook

- Sekaran, Uma. Research Methods for Business. Wiley,
- Turabian, Kate L. A Manual for Writers of Term Papers, Theses and Dissertations, Chicago, IL: U of Chicago Press

Recommended Reading

- Gibaldi, Joseph. MLA Handbook for Writers of Research Papers, New York: Modern Language Association of America.
- Statistical Package for the Social Sciences (SPSS)