Title: Business Research Methods I
Abbreviation and Number: BADM498  AB Paper No.: 14-01
School: Business
Department: Banking, Economics and Finance
Credits: 3  Course Sequence: ( ) Fall  ( ) Spring  ( X ) Fall and Spring
Hours Per Week: (3 ) Lecture  ( ) Seminar  ( ) Laboratory  ( ) Studio  ( ) Kitchen
( ) Other (Specify)
Pre-requisite(s): ENGW300, ENG 300, ENG 301 and STAT301
Fourth year standing or permission of Chair/Instructor
Co-requisite(s): None

COURSE DESCRIPTION
Students examine various research theories and research methodologies to equip them with research skills applicable to business.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) discuss business research and its purposes;
2) apply ethical principles in research;
3) distinguish among various types of research;
4) use appropriate sampling techniques, research design and statistics for various types of research;
5) summarize and critique research;
6) review and document a literature review; and
7) write a research proposal.

COURSE CONTENT
I. Business research
   A. Types
      i. applied research
      ii. basic research

II. Research Ethics
   A. Participant
   B. Researcher
   C. Sponsor

III. Scientific Approaches
   A. Quantitative
   B. Qualitative
   C. Inductive method
   D. Deductive

IV. Problem Statement

V. Theoretical Framework
   A. Overview
   B. Concepts and constructs
   C. Operational Definition
D. Types of variables
E. Hypothesis
   i. development
   ii. types

VI. Review of Literature
   A. Purpose
   B. Evaluate
   C. Document

VII. Research Design
   A. Exploratory
   B. Descriptive
   C. Causal
   D. Strategies
      i. Experimental
      ii. Survey research
         a. cross-sectional
         b. longitudinal
      iii. observation
      iv. case studies
      v. grounded theory
      vi. action research
      vii. mixed methods

VIII. Data Collection
   A. Primary
      i. Interviews
         a. structured
         b. unstructured
         c. interviewer training
         d. modes
            1. face-to-face
            2. telephone
            3. computer assisted
               a. Internet
               b. e-mail
   B. Secondary
      i. Peer-reviewed journals
      ii. Bahamas Government Publications
      iii. United Nations Publications

IX. Observation
   A. Purpose
   B. Key dimensions
C. Approaches
   i. participatory
   ii. non-participatory

D. Structured

E. Coding schemes

F. Data collection
   i. ethical issues
   ii. design issues

X. Questionnaire
A. Types
B. Design guidelines
C. Principles of measurement
D. Data collection
   i. ethical issues
   ii. design issues

XI. Experiment
A. Factors affecting validity
B. Quasi-experimental
C. One-shot design
D. One-group pretest-post-test design
E. Static group design
F. Data collection
   i. ethical issues
   ii. design issues

XII. Measurement of Variables
A. Scales
   i. nominal
   ii. ordinal
   iii. interval
   iv. ratio
B. Rating scales
   i. dichotomous
   ii. category
   iii. semantic differential
   iv. numerical
   v. itemized rating
   vi. Likert
   vii. constant sum
   viii. Stapel
   ix. graphic rating
C. Ranking scales
   i. paired comparison
   ii. forced choice
D. Validity
E. Reliability

XIII. Sampling
  A. Process
     i. population
     ii. frame
     iii. unit of analysis
     iv. sample
  B. Probability
     i. Simple random
     ii. Restricted
        a. systematic
        b. stratified random
        c. cluster
  C. Non probability
     i. convenience
     ii. purposive
     iii. judgment
     iv. quota
  D. Ethical issues
  E. Design issues

XIV. Research Proposal
  A. Purpose
  B. Audience
  C. Characteristics
  D. Format
     i. title page
     ii. abstract
     iii. introduction
     iv. background
     v. problem statement
     vi. purpose statement
     vii. delimitation
     viii. review of the literature
     ix. research question or hypothesis
     x. methodology
     xi. projected (expected) results
     xii. timeline
     xiii. budget
     xiv. references
     xv. appendices

ASSESSMENT
Critique of selected research papers ................................................................. 10%
Summary of selected research papers .............................................................. 10%
In-term examinations .......................................................................................... 35%
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<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Research proposal</td>
<td>30%</td>
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<tr>
<td>Questionnaire design</td>
<td>15%</td>
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<td><strong>Total</strong></td>
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**REQUIRED TEXTS**

**SUPPLEMENTARY READING(S)/MATERIAL(S)**

**JOURNALS**
*Accounting Research Journal*
*Business Horizons*
*Delta Pi Epsilon*
*Harvard Business Review*
*International Journal of Bahamian Studies*
*Information Technology, Learning, and Performance Journal*
*Journal of Education for Business*

**WEBSITES**
http://ais.site-ym.com/
http://web.ccsenet.org/
http://www.bahamas.gov.bs/
http://www.doaj.org/
http://www.ijdar.org/aims-and-scope
http://www.raosoft.com/samplesize.html
http://www.socialresearchmethods.net
http://www.surveysystem.com/correlation.htm
https://owl.english.purdue.edu/owl/