Title: Business Research Methods II
Abbreviation and Number: BADM499
School: Business
Department: Banking, Economics and Finance
Credits: 3

COURSE DESCRIPTION
Students administer the survey, analyse and interpret data and present their findings based on the proposal completed in BADM498. Students are required to produce a substantial piece of independent work.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) administer surveys and collect data;
2) analyse data;
3) interpret findings of data;
4) produce a well-documented research paper which demonstrates original critical thought; and
5) present the findings of a research study.

COURSE CONTENT
I. Written Report
   A. Conceptualization
      i. problem statement
      ii. purpose statement
      iii. theoretical or conceptual framework
      iv. operational definition of variables
      v. research questions or hypotheses
   B. Background (Bahamian context)
   C. Review of the Literature
      i. peer-reviewed articles
      ii. professional articles
      iii. Bahamas Government Publications
      iv. United Nations Publications
   D. Methodology
      i. research design
      ii. sampling
      iii. instrument
         a. description
         b. pretest
         c. validity and reliability
   E. Data Collection
      i. secondary data
      ii. site
      iii. procedure
   F. Data Analysis
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I. Descriptive
   ii. Correlation
      iii. Use a graph, table or chart to summarize data

G. Interpret findings
H. Discussion/Conclusion
   i. Bahamian economy
   ii. Bahamian business
   iii. Bahamian society
J. Recommendation(s)
   i. Improvement
   ii. Further research
K. References
L. Appendices
   i. Correspondence
   ii. Instrument(s)
M. Abstract

II. Oral Presentation
   A. Slides
      i. Content
      ii. Organization
      iii. Graphics
      iv. Citations (APA)
   B. Delivery
      i. Appearance
      ii. Confidence
      iii. Voice
      iv. Enthusiasm
      v. Response to questions

ASSESSMENT
Research paper
   Conceptualisation ................................................................. 10%
   Methodology ................................................................. 15%
   Data Analysis ................................................................. 20%
   Findings/Discussion/Conclusion(s)/Implications/Recommendations .... 20%
   Quality of Reporting ................................................................. 20%
   Oral Presentation ................................................................. 15%
   Total ..................................................................................... 100%
REQUIRED TEXTS

SUPPLEMENTARY READINGS/MATERIALS

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://web.ccsenet.org/
http://www.bahamas.gov.bs/
http://www.doaj.org/
http://www.ijdar.org/