

<b>Course Unit Title:</b>	Business Research
<b>Course Unit Code:</b>	BUS215
<b>Type of Course Unit: (Compulsory/Optional)</b>	Compulsory
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	2
<b>Semester when the unit is delivered:</b>	3
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA

**Learning Outcomes of the course unit:**

Upon successful completion of this course students should be able to:

- Given a business problem, define research problems and determine research objectives.
- With the use of applied business problems, students will use qualitative and quantitative research methods to collect primary data.
- Given a set of data, will evaluate the importance of measurement and scale processes
- Within the context of applied business problems, students will differentiate between univariate, bivariate and multivariate statistics
- Conduct a one tailed and two tailed test of hypothesis
- Use Linear Regression and Correlation
- Use Analysis of Variance Techniques (ANOVA)

<b>Mode of Delivery:</b>	Distance Learning
<b>Prerequisites and co-requisites:</b>	MAT115, BUS111
<b>Recommended optional program components:</b>	None

**Course Contents:**

**Objective:**

The objective of the course is to provide students with principal knowledge concerning the design and implementation of business research and to initiate them into various forms of statistical analysis. Emphasis is placed on the examination of different methodologies and types of analysis for giving answers to various problems in the business environment. Applications of statistical analysis techniques in everyday business decision making processes are presented and discussed.

**Description:**

Topics to be discussed:

- Introduction to business research: the importance of business research and its elements; managerial value of business research; types of business research: exploratory, descriptive, causal; stages in business research; quantitative and qualitative techniques; connecting statistics and research.
- Defining problems in business research; exploratory research and qualitative analysis; primary and secondary forms of data; research methods for collecting primary data: survey research, observation methods; tabulation of data and general rules of tabulation.
- Sampling and fieldwork; sample design and sampling procedures; determination of sample size; making data usable: frequency distribution, proportion, central tendency, measures of dispersion, normal distribution; the nature of fieldwork.
- Measurement and scale concepts; questionnaire design; attitude measurement; types of scales; practical decisions in selecting a measurement scale; research design and piloting.
- Transforming data into information: editing and coding; descriptive analysis: percentages and central tendency; cross-tabulations; univariate statistics: stating hypotheses – null and alternative hypotheses; hypothesis testing; types of errors.
- Choosing the appropriate statistical technique; types of questions to be answered; number of variables; parametric and non-parametric hypothesis tests; t-distribution and chi-square tests.
- Bivariate analysis: test of differences; cross-tabulation tables: chi-square tests for goodness of fit; t-test and z-test; analysis of variance (ANOVA).
- Bivariate analysis: measures of association; correlation and causation; regression analysis: least-squares methods; test of statistical significance.
- Multivariate analysis; the nature of multivariate analysis; influence of measurement scales; analysis of dependence; multiple regression analysis.
- Communicating research results; report and presentation of the results.
- Use of technology for analyzing data: SPSS for the use of analyzing business research data.

**Recommended or required reading:**

Zikmund, W.G: BUSINESS RESEARCH METHODS, Thomson–South-Western.

Hair, J.F.Jr., Money, A.H., Samouel, P. & Page, M.: RESEARCH METHODS FOR BUSINESS, Wiley.

Cooper, D.R. &Schindler, P.S.: BUSINESS RESEARCH METHODS, McGraw Hill.

Hague, P., Hague,N. &Morgan, C.: MARKET RESEARCH IN PRACTICE, A GUIDE TO THE BASICS, Kogan Page.

**Planned learning activities and teaching methods:**

Virtual Lectures, Workshops, Group work, Assignments and Exams

<b>Assessment methods and criteria:</b>	<table border="1"> <tr> <td data-bbox="617 207 1079 268">Examinations</td> <td data-bbox="1079 207 1315 268">50%</td> </tr> <tr> <td data-bbox="617 268 1079 329">Ongoing evaluation</td> <td data-bbox="1079 268 1315 329">50%</td> </tr> </table>	Examinations	50%	Ongoing evaluation	50%
Examinations	50%				
Ongoing evaluation	50%				
<b>Language of Instruction:</b>	English				
<b>Work Placement(s):</b>	No				
<b>Place of Teaching:</b>	Blackboard Virtual Learning Platform				