

THOMPSON RIVERS UNIVERSITY

Course Outline

Department of Economics
School of Business and Economics

BUSN 6950/1-3 **Research Methods, Preparation, and Presentation (3,0,0)**

Calendar Description

Students receive an overview of the scientific method, research preparation, and the styles of communication used to disseminate research at the graduate level. Topics include the role of business research, theory and the business research process, organization structure and ethical issues, defining a research problem, qualitative research tools, survey research, observation methods and experimental research, measurement and scaling concepts, sampling and sample size, working with data, quantitative statistical analysis, and writing a research report.

Educational Objectives/Outcomes

After completing this course, students should be able to:

1. Explain how research contributes to business decisions and practices.
2. Describe the role of theory in the business research process.
3. Critically think about business research problems and various methods of approaching the problems.
4. Discuss the ethical issues applicable to business research.
5. Develop research questions and hypotheses, and incorporate them into a methodologically sound research proposal for the graduate thesis/project.
6. Compare and contrast qualitative and quantitative research methods and the suitability of different methods of gathering data.
7. Describe the advantages and disadvantages of survey research.
8. Assess measurement and scaling options to determine appropriate measures required to address specific research questions.
9. Apply proper sampling designs and procedures to business research.
10. Transform data into information, and calculate and interpret basic descriptive statistics.
11. Apply and interpret the different types of quantitative methods of analysis.
12. Effectively communicate research in a written report and presentation.

Prerequisites

Approval of the MBA Committee

Co-requisites

Texts/Materials

Textbook

Zikmund, William G., Barry J. Babin, Jon C. Carr & Mitch Griffin (2013). Business Research Method, 9th edition, South-Western Centrage Learning, Mason, Ohio, U.S.

Other Resources

Charlebois, Sylain, A. Lavack and Patrick Cooper (2006) "Survey Research with Cattle Producers in a Crisis Environment: Methodological Challenges and Recommendations" Canadian Journal of Marketing Research, vol. 23(1): 38-46.

Falck, Oliver, S. Hebllich and E. Luedemann (2012) "Identity and entrepreneurship do school peers shape entrepreneurial intentions?" Small Business, vol.39: 39-59.

Ramasamy, Bala, M. Yeung and S. Laforet (2012) "China's outward foreign direct investment: Location choice and firm ownership" Journal of World Business, vol.47: 17-25.

Student Evaluation

Campus

Assignments

Research question	10%
Peer review	10%
Data	10%
Quizzes	20%

Research proposal

Written proposal	30%
Presentation	10%

Class participation

10%

Online

Assignments

Research question	10%
Peer review	10%
Data	10%

Quizzes

24%

Online Discussions

10%

Research proposal

Written proposal	26%
Presentation	10%

Students must pass the final research proposal project with a minimum of 50% to pass the course.

Course Topics

1. Role of Business Research
 - Informed business decisions and practices
 - Problem identification
2. Theory and the Business Research Process
 - Concepts and hypotheses
 - Types of business research
 - Stages of the research process
3. Organizational Structure and Ethical Issues
 - Organizational structure of business research
 - Ethical issues in business research
4. Defining a Research Problem
 - Process of problem definition
 - Research proposal
5. Qualitative Research Tools
 - Qualitative versus quantitative research
 - Qualitative techniques
6. Survey Research
 - Survey research methods
 - Communicating with respondents
7. Observation Methods and Experimental Research
 - Observing human behaviour
 - Observation of physical objects and mechanical observation
 - Experimental research
8. Measurement and Scaling Concepts
 - Levels of scale measurement
 - Index measures
 - Quality measurement criteria
9. Sampling and Sample Size
 - Sampling concepts and design
 - Probability sampling
 - Non-probability sampling
 - Determining sample size
10. Working with Data
 - Editing and coding data

- Descriptive statistics

11. Quantitative Statistical Analysis

- Hypothesis testing
- Univariate, bivariate, and multivariate statistical analysis
- Regression analysis

12. Writing a Research Report

- Report format
- Graphical figures
- Presentation

Methods for Prior Learning Assessment and Recognition

Students can apply for PLAR in any course but it cannot be used to meet the program residency requirement.

Attendance Requirements – Include if different from TRU Policy

As per TRU policy.

Special Course Activities – Optional

Use of Technology – Optional