

**Antalya Bilim University**  
**Department of Business Administration**  
**BUSI 303 – Business Research Methods**

**Class Place:** A2-03

**Office hours:** I'm available on Tuesdays and Fridays (A2-72) 14:30 – 16:00

Assist. Prof. Dr. A.Mohammed ABUBAKAR

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A core aim of the course is to help students identify research problem, develop and use an actionable research proposal. This course utilizes both theoretical and practical exercises to develop student's skills in conducting field research for business entities. These skills include: developing and defining research problem statements; developing research objectives; utilizing the appropriate design; the use of secondary and primary data collection and instruments; sampling methods; hypotheses testing; data analysis and interpretation.

**Course book:**

Courses related materials will be provided by the instructor via the CourseWeb system.

**Course Web:**

<http://mohammedabubakar.com/moodle/moodle/>

**Recommended readings:**

Additional reading materials will be provided by the instructor via the CourseWeb system.

**Developing Graduate Attributes**

At the end of the course students should be able to:

- Learn the overall research process from inception to report
- Formulate, create research questions and hypotheses
- Use a variety of research methods through hands-on experience
- Identify primary characteristics of quantitative research and qualitative research
- Identify primary characteristics of primary and secondary data
- Apply the basic concepts of research such as variables, sampling, reliability, and validity
- Use appropriate methodological paradigms to construct research proposal

**Important note:**

**Academic Honesty:** Plagiarism will not be tolerated under any circumstances. Plagiarism is intentionally failing to give credit sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly

**Assessment Criteria:**

- 1) **Quizzes (20%):** Chapters for each quiz will be announced in class and on **CourseWeb**
- 2) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam.
- 3) **Final exam (50%):** This exam is cumulative and will focus on all units and topics studied throughout the course, but emphasis will be after midterm.

**Course Schedule**

**WEEK 1:** Introduction to business research: problem definition and developing a research approach

**WEEK 2:** Research design

**WEEK 3:** Secondary data collection and analysis

**WEEK 4:** Qualitative research: its nature and approaches

**WEEK 5:** Qualitative research: focus group discussions

**WEEK 6:** Qualitative research: in-depth interviewing and projective techniques

**WEEK 7:** Qualitative research: data analysis

**WEEK 8: Midterm Exam**

**WEEK 9:** Quantitative research: Survey and observation techniques

**WEEK 10:** Quantitative research: questionnaire design

**WEEK 11:** Quantitative research: sampling – design and procedures

**WEEK 12:** Quantitative research: Sampling - final and initial sample size determination

**WEEK 13:** Quantitative research: frequency distribution, cross-tabulation and hypothesis testing

**WEEK 14: Revision**

Grade	Score
A+	>90
A	89 -86
A-	85- 82
B+	81-78
B	77-74
B-	73-70
C+	69-66
C	65-62
C-	61-58
D+	57-54
D	53-50
F	<50
Fx	Incomplete
S	Satisfactory
U	Unsatisfactory