

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

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.

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Plagiarism is intentionally failing to give credit sources used in writing regardless of whether they are published or unpublished.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 (30%):** 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 (40%):** 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
I	Incomplete
S	Satisfactory
U	Unsatisfactory

N.B: The current assessment is meant for online lectures. If Covid-19 pandemic situation improves and the council of higher education recommends face-to-face (final exam), assessment criteria will be as follows (Final exam =50%, Midterm = 30%, and quizzes = 20%).