



Course Specifications

Course Title:	Business Research Methods
Course Code:	MGT1411
Program:	Human Resources Management
Department:	Human Resources Management
College:	College of Business Administration
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>Business Research Methods introduces students to the nature, scope, and objective of research and research methodologies. The course uses primary and secondary research methods with applications to specific business issues within student's field of study, using qualitative and quantitative approaches. Students will complete an individual research proposal based on their business topic of interest, exposing them to research process stages including, formulating and clarifying research questions, writing a literature review, designing research, choosing appropriate methods of sampling, data collection and analysis, and reporting of findings.</p>
<p>2. Course Main Objective</p> <p>The purposes of this course are to enable students to: - Select a research topic. - Conduct initial research to develop appropriate problem statements, research questions, and hypotheses. - Develop a literature review and a research methodology based on the selected topic. - Use specified manuscript requirements in preparing scholarly research proposals.</p>

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recognize the basic concepts, principles, methods of business research	K.1
1.2	Exhibit advanced Knowledge and understanding of Business Research Methods and Decision making	K.2
1.3	Differentiate between various Business Research Methods	K.3
1.4	Possess knowledge and understanding of research methodology and methods to investigate in the field of human resource management	K4
2	Skills	
2.1	Apply the concepts, principles and methods related to business research	S.1
2.2	Develop practical solutions and recommendations in real life situations	S.2
2.3	Critically evaluate Knowledge and practices used in research methodology.	S.3
2.4	Apply Knowledge of Business research methods (quantitative and qualitative) in analyzing business situations and solving problems	S.4
3	Values:	
3.1	Exhibit capability of establishing constructive work relationships and commitment to personal, professional, and academic ethics.	V.1
3.2	Self-evaluate own learning and performance level, ability to work independently and make logical decisions supported by argument and evidence.	V.2
3.3	Work cooperatively in a small team to deal with a research-based project.	V.3

C. Course Content

No	List of Topics	Contact Hours
1	Research Foundations and Fundamentals	3
2	Research Process: Overview	3
3	Clarify the Research Question	3
4	Research Design: Overview	3
5	Sampling Design	6
6	Qualitative Research	6
7	Qualitative Research	3
8	Experiments	6
9	Survey Research	3
10	Collect and Prepare Data: Measurement	3
11	Measurement Instruments	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize the basic concepts, principles, methods of business research	Direct (lecture, Demonstration, Drills and Practices), Case study, Discussion	Written assignments (Quiz, Exam), Discussion
1.2	Exhibit advanced Knowledge and understanding of Business Research Methods and Decision making	Direct (lecture, Demonstration, Drills and Practices), Case study, Interactive Discussion	Written assignments (Quiz, Exam), Discussion
1.3	Differentiate between various Business Research Methods	Direct (lecture, Demonstration, Drills and Practices) case study, Interactive Discussion	Written assignments (Quiz, Exam), Discussion
1.4	Possess knowledge and understanding of research methodology and methods to investigate in the field of human resource management	Direct (lecture, Demonstration, Drills and Practices) case study, Interactive Discussion	Written assignments (Quiz, Exam), Discussion
2.0	Skills		
2.1	Apply the concepts, principles and methods related to business research	Lectures (Cooperative learning, Brainstorming, interactive discussion).	Written assignments (Quiz, Exam, Reports), Discussion
2.2	Develop practical solutions and recommendations in real-life situations		
2.3	Critically evaluate Knowledge and practices used in research methodology.		
2.4	Apply Knowledge of Business research methods (quantitative and qualitative) in analyzing business situations and solving problems		
3.0	Values		
3.1	Exhibit capability of establishing constructive work relationships and commitment to personal, professional, and academic ethics.	Group activities, discussions, and presentations	Individual and group assignments, Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Self-evaluate own learning and performance level, ability to work independently and make logical decisions supported by argument and evidence.	Interactive (Brainstorming, cooperative learning, projects)	Presentations (Formal discussion individual and group), Projects, and case studies.
3.3	Work cooperatively in a small team to deal with a research-based project.	Interactive (Brainstorming, cooperative learning, projects)	Presentations (Formal discussion individual and group), Projects, and case studies.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	3	10
2	Homeworks/Assessments/Projects	During Semester	20
3	Midterm Exam	9	30
4	Final Exam	16	40

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Schindler, P. (2019). Business Research Methods. 13th Edition, USA: McGraw-Hill Higher Education.
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Internet resources, Lecture slides-video
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	HRM DEPARTMENT COUNCIL - COB
Reference No.	
Date	APRIL 3, 2022

