



Course Specifications

Course Title:	Business Research Methods
Course Code:	MGT 1411
Program:	Human Resources Management
Department:	Human Resources Management
College:	College of Business Administration
Institution:	Dar AlUloom University

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A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" 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: Seventh / Fourth year
4. Pre-requisites for this course (if any): MGT1211 & STAT1211
5. Co-requisites for this course (if any): None

2. 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	Correspondence		
5	Other		

3. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Library	
4	Projects/Research Essays/Theses	2
5	Others (specify)	
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

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.

2. Course Main Objective

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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Recognize the fundamental theories and operational aspects of the research methodology.	K1
1.2	Discuss impact of cross-cultural diversity on research models.	K2
1.3	Develop an instrument for data collection and procedures problem for data analysis and interpretation.	K2
2	Skills:	
2.1	Design a research proposal and with developing a research questions related to different business environments.	S1
3	Competence:	
3.1	Demonstrate ability to work in teams and individually to complete tasks related to research project.	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to develop and implement a research project.	C3
3.3	Demonstrate an ability to collect, organize, analyze and interpret information and data, using statistical packages, and scientific research tools to present and communicate the results.	C4, C5

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		
1.1	Recognize the fundamental theories and operational aspects of the research methodology.	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, Long essays, Case study) Written Assignments (case studies, and report).
1.2	Discuss impact of cross-cultural diversity on research models.		
1.3	Develop an instrument for data collection and procedures problem for data analysis and interpretation.		
2.0	Skills:		
2.1	Design a research proposal and with developing a research questions related to different business environments.	Direct (Demonstration, Drill & Practice) Indirect (Case study, Problem solving, Reflective Discussion) Interactive (Brainstorming, Cooperative learning)	Written Exams (problem solving and case studies) Written assignments (reports, and case studies).
3.0	Competence:		
3.1	Demonstrate ability to work in teams and individually to complete tasks related to research project.	Interactive (Brainstorming, Cooperative learning) Independent (Reports, and projects)	Presentations (formal discussion individual and group) Practical Assignments/ Projects
3.2	Demonstrate entrepreneurial skills and participate in teams to develop and implement a research project.		
3.3	Demonstrate an ability to collect, organize, analyze and interpret information and data, using statistical packages, and scientific research tools to present and communicate the results.		

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	Mid term	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). <i>Business Research Methods</i> . 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	LMS, WEBSITES
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	15/08/2019

