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| **COURSE OUTLINE** |
| **Course Title** |  Methodology Of Research |
| **Course Code** |  Econ 235 | **No. of Credits** |  3credit Hours |
| **Department** |  Economics | **Faculty** |  Business and Economics |
| **Course Coordinator(s)** |  Shireen Al-Basha |
| **Office** |  306 | **Telephone No.** |  2982193 |
| **Other Course****Teacher(s)** |  Mohamad Amreyeh, Sana Atari, Mohamad Hattawi |
| **Course Type** | Core Course  |
| **Offer in Academic Year** |  1st Semester,2nd Semester, Summer |
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| **COURSE OBJECTIVES** |
| * To provide students with the tools and skills required to understand research terminology and assess published research;
* To identify the types of methods best suited for investigating different types of problems and questions;
* To develop research questions that are based on and build upon a critical appraisal of existing research;
* To design a research proposal.
* To Recognize, and take account of, the importance of ethical conduct in undertaking research.
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| **COURSE ASSESSMENT METHODS** |
|  **Assessment Method** | **Weight** |
| * Class participation + assignments
* Research proposal +presentation
* Midterm Exam
* Final Exam
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| **ESSENTIAL READINGS: textbook,**  |
| * Sekaran, U., and Roger Bougie (2013) ResearchMethods for Business-A Skill Building Approach. John Wiley. New York. 6thEdition
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| **MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE** |
| * Students are asked to complete evaluation of their learning experiences at the conclusion of each course in which they enroll. Questionnaire items relate to the overall evaluation of the course as well as an evaluation of teaching.
* Regular feedback on the course is requested from students During Class. Students may also give comments at the comments box in the class in the first week of each month.
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| **COURSE POLICY:** |
| * Unless otherwise stated, the normal course administration policies and rules of the Faculty of Business and economics apply.
* The University Regulations on academic misconduct will be strictly enforced
* Final exam will be comprehensive. There will be absolutely NO MAKEUPS
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| **Course Content** |
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| **CH 1: Introduction to Research*** What is research?
* Business research
* Types of business research: applied and basic
* Managers and research
* The manager and the consultant- researcher
* internal versus external consultant/researcher
* knowledge about research and managerial effectiveness
* Ethics and business research
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| **CH 2 :The scientific Approach and Alternative Approaches to Investigation (p18-28)**• The Hallmarks of scientific research• The hypothetico –deductive method• Some obstacles to conducting scientific research in the management area |
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| **CH3 : The Broad Problem Area and Defining the Problem Statement**• Broad problem area• Preliminary information gathering• Defining the problem statement• The research proposal• Managerial implications• Ethical issues in the preliminary stages of investigation |
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| **CH4: The Critical Literature Review**• The purpose of a critical literature review• How to approach the literature review• Ethical issues • Appendix: APA format for referencing relevant articles |
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| **CH 5: Theoretical Framework and Hypothesis Development**• The need for a theoretical framework• Variables• Theoretical framework• Hypothesis development |
| Midterm Exam |
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| **CH 6: Elements of Research Design**• The research design• The purpose of the study (Exploratory, Descriptive, Hypothesis testing, case study analysis) • Type of investigation: causal vs. correlational• Extent of researcher interference with the study• Study setting: contrived vs. noncontrived• Unit of analysis• Time horizon of the study |
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| **CH10: Experimental Designs (p168 - 176)**• The lab experiment• Control, manipulation, controlling the contaminating variables• Internal validity and external validity• The field experiment• Trade-off between internal and external validity |
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| **CH11: Measurement of Variables: Operational Definition**• How variables are measured• Operational definition (Operationalization)• Internal diminutions of operational definition |
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| **CH12: Measurement: Scaling, Reliability, Validity (p210-218,225-226)**• Four types of scale* Goodness of measure
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| **CH13: SAMPLING (p239-264)**• Population, element, sample, sampling unit, and subject• Parameters• Reasons for sampling• Representativeness of the sample• Normality of distribution• The sampling process• Probability Sampling• Non probability sampling* Issues of precision and confidence in determining sample size
* Sample data, precision, and confidence in estimation
* Trade –off between precision and confidence
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| **CH 7: Data Collection Methods: Introduction and Interviews (p 112-124)** • Sources of data• Methods of data collection• Interviewing |
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| **CH9: Data Collection Methods: Questionnaires 9p146-158)**• Types of questionnaire• Methods of data collection• Interviewing |
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| **Working with Data (External Material)**• Editing and coding data• Descriptive statistics |
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