

COURSE CODE: COB504M

COURSE TITLE: Methods of Research (MSA, MSFE, MSCF & MRIM)

COURSE DESCRIPTION:

The course is designed to help MSA, MSCF, MSFE and MRIM students the basics of business and management research for professionals from sourcing and reviewing literature to identify research gaps, formulating research problems, developing the theoretical framework, planning research design, designing basic measurement instruments and applying qualitative and quantitative approaches to analyze research findings. Fundamentals of research citations and writing style and the use of research databases are also covered.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Cooper, D. and P. Schindler. (2014). Business Research Methods, 12th ed. New York: McGraw-Hill Irwin.

READING LIST:

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: