

COURSE CODE: COB505M

COURSE TITLE: Methods of Research (MSENT, MSIRM, MMC & MSM)

COURSE DESCRIPTION:

The course is designed to help MSENT, MSM, MMC and MSIRM students to understand research methodology. The course covers 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. DLSU Ethics in doing research will be discussed as well as its application to conduct of research.

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:

APA citation style. (2007). Retrieved February 17, 2008, from  
[http://www.library.cornell.edu/newhelp/res\\_strategy/citing/apa.html](http://www.library.cornell.edu/newhelp/res_strategy/citing/apa.html)

Adom, D., Hussein, E. K., & Joe, Agyem. (2018). Theoretical and conceptual framework mandatory ingredients. International Journal of Scientific Research. 7-1. Pp. 6-9

Bell, E., Bryman, A., Harley, B., & Bryman, A. (2018). Business research methods. (Fifth edition / Emma

Hair, J., Page, M., & Brunsveld, N. (2019). Essentials of Business Research Methods. New York: Routledge. Jackson, S. Research Methods and Statistics: A Critical Thinking Approach. Boston, MA: Cengage Learning.

Onwuegbuzie, A. & Frels R. (2016). 7 Steps to a Comprehensive Literature Review: a Multimodal & Cultural approach. Los Angeles, USA: Sage.

Pidlaski, H. (2015). Business Research Methodology. New York, NY: Arcler Press Sekaran, U. and Bougie, R. (2010). Research methods for business: a skill building approach, (5th ed.). New York: John Wiley and Sons, Inc.

Sekaran, U. (2003). Research methods for business: a skill building approach, 4th edition. John Wiley and Sons, Inc.

Strauss, A. and Corbin, J. (2015) Basics of Qualitative Research Techniques & Procedures for Developing Grounded Theory. Sage Publications

Yin, R. (2003). Applications of case study research, 2nd edition. Sage Publications.

Yin, R. (2014). Case study research: design and methods, 5th edition. Sage Publications.

Zikmund, Babin, Carr, Griffin (2013). Business research methods: 9 th edition. USA: Cengage Learning

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: