

COURSE CODE: RESBUSM

COURSE TITLE: Business Research

COURSE DESCRIPTION:

This course on Business Research Methodology for MGT majors focuses on the research process conducted in a business setting. It involves the use of practical examples and of skill building techniques aimed at developing basic competencies in the following key areas: research problem identification, related literature mining, research design and methodological protocol development, data gathering and analysis, as well as the interpretation and presentation of data gathered. Ultimately, the intended outcome is for students to complete an empirically-grounded and ethically-conducted research paper that can support managerial or entrepreneurial decision-making.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- Research methods for business students by Saunders et al., (2012);
- Business research methods by Cooper & Schindler (2014)

READING LIST:

- Anderson, D., D. Sweeney, and T. Williams. (2005). Modern business statistics with Microsoft Excel. Thomson-South-western.
- Cooper, D. and P. Schindler. (2014). Business Research Methods, (12th Edition). McGraw Hill.
- Edralin, D. (2005). Business research concepts and applications, (2nd ed.). Manila: DLSU Press, Inc.
- Ghauri, P. and K. Gronhaug. (2005). Research methods in business studies. England: Prentice Hall
- Gill, J. and P. Johnson. (2002). Research methods for Managers. Great Britain: Sage Publications
- Levin, J. and J. Alan Fox. (2004). Elementary statistics in social research (9th ed.). Pearson Education South Asia Pte Ltd.
- Partington, D. (2002). Essential Skills for Management Research. Great Britain: Sage Publications.
- Sekaran, U. and Bougie, R. (2016). Research methods for business: a skill building approach, (7th ed.). John Wiley and Sons, Inc.
- Stewart, D. and P. Shamdasani. (1990). Focus groups: Theory and practice. London: Sage Publications.
- Stouthamer-Loeber, M. and • W. Bok van Kammen. (1995). Data collection and management: A practical guide London: Sage Publications.

- Yin, R. (2018). Case Study Research and Applications: Design and Methods. Sage

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: