

COURSE CODE: THS-IB1

COURSE TITLE: Thesis 1 for IBS Students

COURSE DESCRIPTION:

The IBS program is designed to provide students the opportunity to explore a business-related topic, idea or research interest that extends previous knowledge and broadens experience. The student is viewed as a consumer of research rather than a practitioner. In consultation with a discipline appropriate faculty member, the students have the unique opportunity to select a research topic and work throughout the trimester under the guidance and supervision of a faculty member. In view of the interdisciplinary nature of the IBS program, the students are given several options: a business plan, a marketing/service plan, a basic legal research paper, or an "I-Research" paper. The choice of topic is not tied to the commerce majors and electives the students have taken. A presentation before a panel of faculty members is required to pass the course.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text. Guidelines, forms, and templates will be provided in Canvas. This is not a lecture course.

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: