

COURSE CODE: THSBUS1

COURSE TITLE: Thesis 1

COURSE DESCRIPTION:

This course (for Business Management/Interdisciplinary Business Studies Students) is concerned with the design, collection, and analysis of business-related information using various applied research methods, with emphasis on the basic and applied research designs. These are survey research, action research, and case study. The course will delve into measurement concepts, such as scaling concepts, attitude measurement, and questionnaire design. It will also focus on the appropriate mixed methods of data collection, alternative measurement approaches, and commonly utilized parametric and non-parametric statistical tools. At the end of the course, the students should be able to translate the knowledge into a thesis proposal that will be defended in front of a panel under the guidance of the thesis adviser.

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: