

Module Syllabus

Course	Master of Business Administration Master of Sciences Management
Module Title	Research Methods for Managers in an International Context
Module Syllabus no. (if any)	BC415020S
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate a critical understanding of the different approaches to research used in business / management and the social sciences. 2. Identify and justify decisions regarding their chosen topic, research questions and research methodology. 3. Synthesise and critically evaluate the current theoretical and methodological developments in their chosen field of study, making clear their own contributions to this body of work. 4. Demonstrate the required skills and abilities needed to successfully plan, organise, undertake and communicate the findings of, a piece of small scale business / management research.
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	4000 Word Assignment (100%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Saunders, M., P. Lewis and A. Thornhill (2007), Research methods for business students, Harlow: FT, Prentice Hall (4 th ed.)
Additional reference texts (if any)	<ol style="list-style-type: none"> 1. Blumberg, B., D.R.Cooper and Pamela S. Schindler (2008), Business Research Methods, London: McGraw Hill (second ed.) 2. Wilson, J. 2010, Essentials of Business Research A Guide To Doing Your Research Project. London: Sage. ISBN-10: 1848601336 / ISBN-13: 978-1848601338 3. Saunders, M., Lewis, P., and Thornhill, A. (2009) Research Methods for Business Students. 5th ed. London: Prentice Hall. 4. Punch, K.F. (2005) Introduction to Social Research Sage. Collis, J. and Hussey R. (2003) Business Research. Palgrave/Macmillan. 5. Fisher, C. (2004) Researching and Writing a Dissertation for Business Students. FT/Prentice Hall
Additional Remarks (if any)	

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Lesson No.	Learning Outcome
1	An introduction to business research: what is research and what is the link with writing a dissertation
2	Developing a research topic: Learning how to ask research questions
3	Theoretical aspects and research philosophies: what is quantitative and qualitative research
4	Doing a literature review
5	Establishing a research design: what is quantitative analysis (I and II)
6	Questionnaires and sampling methods Qualitative methods: interviews
7	Qualitative methods: focus groups, observation, case-studies Analyzing qualitative data
8	What is ethics in research?