جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals

KFUPM
BUSINESS SCHOOL

كلية الأعمال
جامعة الملك فهد للبترول والمعادن

**COURSE OUTLINE**

**SEMESTER 231**
**SECTION 04**
**MGT 355: BUSINESS RESEARCH METHODS**

---

| | | |
|---|---|---|
| **CLASS SCHEDULE** | : | Monday and Wednesday (09:30-10:45 am) Building 24, Room 24-249 |
| **CONSULTATION HOURS**: | | On Monday and Wednesday 1:15-2:15 pm. (By appointment on other working days) |
| **INSTRUCTOR** | : | Dr. Ghazanfar Ali ABBASI, Assistant Professor |
| **OFFICE** | : | ROOM 271-1, Building, 24. |
| **OFFICE PHONE** | : | 013 860 3298 |
| **E-MAIL** | : | ghazanfarali.abbasi@kfupm.edu.sa |

---

## COURSE INTRODUCTION

Welcome to the Business Research Methods course. The main purpose of this course is to develop your understanding on the principles, theories, and concepts of business research. Moreover, by using the platform of this course you will also be involved into the processes related to creating links between business research theory and practice. In other words, the focus of this course will be both on theoretical as well as practical sides. As a result, this course will provide you necessary knowledge, skills and values required to be a competent business researcher.

Mainly, in this course you will acquire knowledge, skills, and values from three difference sources. First, this course involves contents from book chapters. By attending lectures and class discussions, these contents will provide you important knowledge on the principles, theories and concepts of business research. Second, in various lectures you will be provided brief "research snapshots". These brief "research snapshots" will provide you opportunities to recognize how those concepts of business research are related to managerial decisions in real business world. Discussions on these snapshots will enable you to draw a link between the concepts you have read in book-chapters and the practices in the real business settings. Finally, in this course you will learn and practice different software programs used for business research data analyses. You will be engaged in real time questionnaire development, data collection, data analysis using software, and research report preparation.

By the end of the course, you should be able to develop and implement a research study. You should be able to read, understand and evaluate research articles, which will help you to apply the knowledge in your coop work and solving business problems whichever functional area you work in. Moreover, the software you will learn to use enable you to engage as a research consultant or service provider. For those who inclined to pursue higher studies, this course will provide the foundations for masters and doctoral level research.

## COURSE OBJECTIVES

The objectives, we set in coming together to learn this course, are stated as below.

- Demonstrate the ability to develop a research plan including a problem statement, hypotheses, related literature and methodology.
- Explain the criteria for selecting a specific research design.
- Discuss the differences between qualitative and quantitative data.
- Prepare a short research study and justify the methodological decisions, including sampling and measurement.
- Understand the importance of research ethics and integrate research ethics into the research process.
- Learn about statistical software packages that are used to analyze the data.

## COURSE LEARNING OUTCOMES

The student learning outcomes for this course include:

- Discuss and apply different research approaches and methodologies.
- Develop data collection instrument according to underlying theoretical framework.
- Explain how to conduct data collection (quantitative and qualitative)
- Analyze quantitative data and qualitative data.
- Develop a research design and method paper including the ethical implications of the research.
- Write a report about research findings.

## TOPICS TO BE COVERED

- Introduction to the course: The role of business research
- Theory building
- The research process
- Ethical issues in research
- Problem definition and the research proposal
- Overview of research methods:
  - Survey research
  - Experimental research
  - Qualitative research
  - Secondary data research
  - Observational methods
  - Attitude measurement
- Measurement and scaling concepts
- Questionnaire design
- Sample designs and procedures
- Data analyses and report writings


## REQUIRED READING
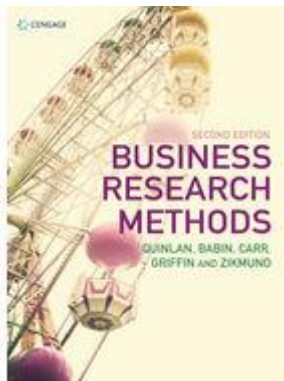
TEXTBOOK: William G. Zikmund; Christina Quinlan; Mitch Griffin; Barry Babin; Jon Carr:*Business Research Methods* 2nd Edition. Cengage Learning

ISBN-10:1-4737-6035-6

ISBN-13: 978-1-4737-6035-6
Book companion website: https://www.cengage.com/cgi-

wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9781473760356&token=A6C101241583D5DB31C33BBF9CAC7280769CD04D09BBE10A11CBED3484097F305EEAEDC758D3F240B6CBCADD89A48479D4CA0B19B9776C94AC3628B3320B16B6BC51312DC596A64A


**References:**

William G. Zikmund, Barry J. Babin, Jon C. Carr & Mitch Griffin (2013). *Business Research Methods*, 9th edition, South-Western / Cengage Learning, 2013. ISBN13: 978-1-133-19094-3 / ISBN10:-133-19094-4. 1

Donald R. Cooper & Pamela S. Schindler: *Business Research Methods* (2014) 12th. Edition / International Edition. McGraw-Hill Education. ISBN-13: 978-1-259-07095-2

Emma Bell, Alan Bryman & Bill Harley (2015) 4th edition. *Business Research Methods*, Oxford University Press.

Books and periodicals will be suggested from time to time. Some course material would be uploaded on Blackboard Learn™

**BLACKBOARD**:
Please make sure that you can log onto and access this course in Blackboard. It will be your responsibility to check Blackboard on regular bases as I will be using Blackboard extensively to post announcements, PowerPoint slides, reading materials, grades, and various updates. All submissions should go through Blackboard as I will be **using plagiarism detection tools (e.g., Turnitin) to verify all submissions ESPCIALLY GRPOUP PROJECT**. Moreover, extra credit assignments (if any) will be posted on Blackboard. Also, please ensure checking your official KFUPM email regularly.

**COURSE COMPONENTS**

*Exams & Quizzes*
There will be two quizzes, a midterm and a final exam during the semester based on the material covered in your textbook and other material covered in the class. Exams will contain, short questions and answers and open-end questions, as well as True\False and Multiple-Choice questions.

*Group Based Term Project*
The main objective of this project is to enable you to design a research model & methods, collect data, compose data into SPSS files, and analyze those data using software and write interpretation. This project is directly linked with "Data Analysis Workshop Sessions" in class lectures. Means that you will learn each part of this assignment in lectures, your job is reperform those steps and prepare your own project. So, this project based on Learning-by-doing approach. You will work in groups of 5-6 members. Your team will suggest a few research topics on which you may like to work. I will assign research topic from your suggested topics to your team. Following are the step-by-step guidelines of the project

| Step 1 | Make a group of 4 individuals. Although, the group members can vary in numbers, but you should provide me a good reason WHY you are having less or more members in your group. Once you have decided your group members, send me their names and IDs |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Step 2 | Identification of research variables and preparation of questionnaire. I will provide you the details on variables, their nature, and items of each variables. |
| Step 3 | Go to https://www.google.com/forms/about/ and create your own questionnaire by clicking "PERSONAL". Before you create your own questionnaire, I will teach you how you can create online questionnaire. Your questionnaire will be similar to the questionnaire I will share with you in class. After composing questionnaire share its link to me, I will check that and will provide you immediate feedback. Upon receiving my positive feedback, you then can go ahead with data collection. |

| | |
|---|---|
| Step 4 | For data collection, each member of your group is required to contact at least minimum of 20 individuals who fill out your questionnaires depending on the minimum sample size calculation contingent on your chosen proposed framework. You can share your questionnaire link through email, WhatsApp, or Mobile messages. You may contact your classmates, friends, family members, relatives, teachers, and work colleagues. Giving reminders twice a day to your respondents will generate better response. |
| Step 5 | Meanwhile, go to website https://www.ibm.com/account/reg/sa-en/signup?formid=urx-19774 to get yourself registered and download the 30-day trial version of SPSS (a software used for statistical analyses) for free. After completing data collection, you need to transfer questionnaire responses to SPSS spreadsheet which you will be using for data analyses. I will instruct you in class how you can develop SPSS file for analyses. Once you have developed your data file, you are required to share that with me. I will check that and will provide you my immediate feedback. *I SUGGEST YOU TO DO THIS A WEEK BEFORE YOU PLAN TO RUN YOUR ANALYSIS.* |
| Step 6 | You will be required to perform data analyses on your data file. The main tests you will be doing include Reliability, Validity, Composing Variables from Observed Items, Correlations, Multiple Linear Regressions, Moderated Linear Regression, Mediated Linear Regression. I will demonstrate in class how you can do each of these tests using your own data file on SPSS. After you will conduct your tests, you will be required to share with me the output files of your tests. |
| Step 7 | At the end, you will write a brief interpretation of the results of the above-mentioned tests you have conducted on your files. In class lectures I will provide instructions how you can do your interpretations of those tests. Once you have completed the interpretation, then you can submit the required results tables along with interpretation as your completed assignment. |
| Step 8 | Project Submission Process: Please send me at ghazanfarali.abbasi@kfupm.edu.sa the following files as attachment.<br><br>1. Google Form excel file with original responses<br>2. Google Form excel file with responses converted into numbers<br>3. SPSS Data File<br>4. SPSS Output file showing all your tests. You can send more than one output files if you have done test separately.<br>5. Research Report guidelines:<br><br>**Research report** is a written report submission. Your report may vary between 15 to 20 pages of A-4 size typed on one side in one-and-a-half line spacing with Times Roman font of size 12. The cover page of the |

research report should only carry your names and ID numbers, and the title of the project.

The content of the research report would include all or most of the elements listed below.

- Cover page
- Table of contents
- Introduction to research topic (*A basic introduction of topic, importance, problem statement and contributions-both academic and practice*)
- Literature review (*List down all your hypotheses along with the small write/description on your chosen theory*)
- Research methodology (*need details such as data collection method, sample, minimum sample size, development of questionnaire sources of adopted measurement etc.*)
- Data analysis
- Conclusions and recommendations (*list of hypotheses that are supported or not along with the limitations and suggestion for future researchers*)
- References
- Appendices (MUST)

Your team will upload the research report on *Blackboard.*

To summarize, your team will work on that research topic. The team will design a small research study, a literature survey, develop a questionnaire, collect and analyze data, write a research report and make an oral presentation of all these projects.

These are the criteria used to evaluate your team's research report: ***originality of approach; methodology, analysis, coverage of the issues studied/proposed and answering class questions; and overall evidence of hard work.***

## ORAL PRESENTATION

You will prepare about 10-15 PowerPoint slides giving a summary of the project. You can take about 20 minutes to make your presentation after which we can ask you some questions.

I will schedule the oral presentation later in the semester.

Your team will upload the PowerPoint slides, used by your team, on Blackboard and email me after the oral presentation.

These are the criteria used for evaluating case presentations: ***originality of approach; quality of slides; quality of oral presentation; coverage of case questions and answering class questions; and overall evidence of hard work***.

*Late Submissions*
The submissions will be reduced by 20% of the total submission points for the first day and additional 10% will also be deducted from the final submission grade for each day an assignment is late. Please note that late days are calculated starting from the due/time date (an assignment/project 4 hours late is one day late; an assignment 29 hours late is 2 days late, and so on).

**Bonus and Extra Activities**
There will be an opportunity (tied to a deadline though) to get some extra credits in this course. The bonus opportunity can be a group activity or an individual activity. The instructor will assign a complete empirical paper which you/group have to present. If interested students/groups will have to notify me through email before the end of 4th week. Please note that I will not consider any request after the aforementioned deadline (week 4). Unfortunately, no other opportunities will be provided by the end of the semester to improve your grades. The instructor will assign a day for the presentation for each student/group.

**ATTENDANCE**
University policy and related rules will be employed. Please pay the attention to the following:
1- I don't accept any type of excuses; every absence will be treated the same.
2- **If you leave before the end of class, you are absent.**
3- Total of 9 absences or more (30% of classes) will receive a grade of "DN".
4- Attendance will be taken at the beginning of the class, so it is your responsibility to come to class on time. Students arriving after attendance has been taken (7 minutes late) will be considered tardy and two tardies will be counted as one unexcused absence. If you come after 20 minutes, just get in quietly but you will be considered *absent*.
5- Given that you might not be able to attend a class for some reason, you will be allowed to have two (2) unexcused absences without penalty. After exhausting your free unexcused absences, each absence will reduce your attendance score by 1.0 point. To encourage attendance and punctuality, the following rule will be applied:

    a-     (Zero to two) absences will not impact the final grade.
    b-     Three absences will subtract 1 point from the final grade.
    c-     Four absences will subtract 2 points from the final grade.
    d-     Five absences will subtract 3 points from the final grade.
    e-     Six absences will subtract 4 points from the final grade.

**PLAGIARISM POLICY**

All your assignments and group project will go through Turnitin software for plagiarism scanning. Similarity index higher than 20% will adversely affect your marks. Turnitin not only maps the similarity index of online text archives

but also matches the texts of the assignments submitted by other students. Therefore, students sharing their writings or parts of assignments with their fellow classmates will be highlighted by the software. Please prepare your own writeup to avoid any undesirable consequences. Table below shows the level of plagiarism and mark-deduction.

| Plagiarism | Marks Deduction |
|---|---|
| 1%-20% | 0% |
| 21%-30% | 15% |
| 31%-40% | 40% |
| 41%-50% | 50% |
| 51%-60% | 60% |
| 61%-70% | 70% |
| 71% and above | 80% |

## EXPECTATIONS FROM STUDENTS

All students are expected to:

1- Check your email and Blackboard on a regular basis to learn about the course announcements, required materials, and weekly assignments.
2- Read the assigned readings (or watching or listening) and book chapter (s) before each class meeting and be prepared for discussions, pop quiz, or a short presentation.
3- Spend adequate time (advisably 4 hours a week) in outside of class studying.
4- Expect me to arrive on time for each class session and remain for the entirety of each session. I expect the same of you. If you have to leave the classroom, for an acceptable reason, you MUST get the permission to do so.
5- In case you missed any class, make sure to find out what you missed as it's your own responsibility to do so.
6- Be an active participant. Participation in this course is very important. I will call on names to encourage participation, so every student needs to participate in class discussions.
7- Not miss any of the scheduled exams. NO make-up exams.
8- Turn in assignments on time and have quality and thoughtful submissions.
9- Turn off mobile phones and all other communication devices, and make sure that there is nothing distracting you.

## CLASSROOM CONDUCT

I expect you to come to every class prepared and have your tech gears setup to participate in and contribute to the class effectively. I will start promptly so you need to arrive on time, be ready to actively participate, and stay for the duration of class. This includes completing all reading assignments prior to the start of class. A strict no-electronics policy is enforced in this class that ALL electronic devices (cell phones, tablets, computers, etc.) are to be put away before the start of class (cold calling might be used to ensure all students are paying full attention to the class). It is not to your benefit to distract yourself and others from concentrating materials discussed during class. I encourage your take notes in-class as I take the class seriously, and assume you will do the same.

## ACADEMIC INTEGRITY

I do NOT tolerate cheating. All work submitted must be your own. If you use any external resources in your submissions (e.g., discussions, reports, homework assignments, etc.) the author(s) must be clearly acknowledged. If due reference is not made, this constitutes plagiarism, which means claiming the work and ideas of others as your own. Similarly, collaboration with other students, which produces similar work, or the blatant copying or paraphrasing of another student's work, also constitutes plagiarism. Either is a serious offence, and carries a disciplinary action. Moreover, I will check all written assignments through *SafeAssign or Turnitin*, plagiarism detection services that compare the work against a large database of past work. Therefore, any form of cheating will NOT be tolerated. This applies to exams, quizzes, the project, and all other activities. If any student attempts to cheat, he will receive an "F" for the course.

## EVALUATION CRITERIA

You will get a grade based on a maximum of 100 points that comprise the elements listed below.

## ASSESSMENT SCHEME

| # | Assessment | % Weighting |
|---|---|---|
| 1 | Class participation & Attendance | 10 |
| 2 | Quiz (2) *best of two out of three* | 20 |
| 3 | Assignment | 5 |
| 4 | Mid-Term Exam | 20 |
| 5 | Group Based Term Project Report | 15 |
| 6 | Oral Presentation | 05 |
| 7 | Final Exam | 25 |
| | **TOTAL** | **100** |

## GRADING POLICY

| A+ | A | B+ | B | C+ | C | D+ | D | F |
|---|---|---|---|---|---|---|---|---|
| 95-100 | 90-less than 95 | 85-less than 90 | 80-less than 85 | 75-less than 80 | 70-less than 75 | 65-less than 70 | 60-less than 65 | Less than 60 |

Source: Excerpted from The Grading System Applicable at KFUPM from *KFUPM Undergraduate Bulletin 2014.*
Retrieved from http://registrar.kfupm.edu.sa/docs/pdf/UG_2014_En.pdf
Policy regarding borderline cases: A borderline case is one in which the student is missing a higher grade by less than one mark. There is no automatic upgrading of students on the borderline. In such cases, your overall class behavior (e.g., attendance, and participation) will be counted towards considering an upgrade.

## COURSE SCHEDULE

| Week - Class | Date | Chapter/ Exam | Note |
|---|---|---|---|
| 1 | 28/8 | Introduction to course and Syllabus | |
| 1 | 30/8 | **Ch1**-*Introduction business research* | Introduction to Assignment |
| 2 | 4/9 | **Ch5**-role of theory | |
| 2 | 6/9 | Continue **Ch5** and **Ch**2 Developing research skills | |
| 3 | 11/9 | **Ch3** Understanding research ethics | |
| 3 | 13/9 | Continue **Ch3** | |
| **4** | **18/9** | **Quiz 1** | |
| 4 | 20/9 | **Ch4** Understanding research philosophy | |
| 5 | 25/9 | **Ch6**-Literature Review | |
| 5 | 27/9 | **Ch8**-Qualitative research | |
| 6 | 2/10 | **Ch12**-Fieldwork | |
| 6 | 4/10 | **Ch13**-Observation | |
| 7 | 9/10 | **Ch14**-Interviews and focus groups | Submission of Assignment |
| **7** | **11/10** | **Mid-Term Exam** | |
| 8 | 16/10 | **Ch7**-Quantitiave Research | |
| 8 | 18/10 | **Ch9**-Research Methodology | |
| 9 | 23/10 | **Ch10**- Understanding Population and sampling | |
| 9 | 25/10 | Continue Ch10 | |
| 10 | 30/10 | **Ch15**-Survey ad questionnaires | |
| 10 | 1/11 | **Ch16**-Attitude measurement | |
| **11** | **6/11** | **Quiz 2** | |
| 11 | 8/11 | **Ch17**-Manageing data and introduction to data analysis | |
| 12 | 13/11 | **Ch19**-Analyzing quantitative data | |
| 12 | 15/11 | **Continue Ch19 and *SPSS WORKSHOP*** | |
| 13 | 27/11 | *SPSS WORKSHOP* | |
| 13 | 29/11 | *SPSS Practice exercises* | |
| 14 | 4/12 | *Paper presentation activity* | |
| 14 | 6/12 | *Paper Presentation activity* | |
| 15 | 11/12 | *Project Presentation* | |
| 15 | 13/12 | *Project Presentation* | |

*<u>Note</u>: The instructor reserves the right to amend the above outline and/or to make any necessary changes to this syllabus as may be deemed necessary to enhance the learning experience of students. These changes will be announced in the class, University Blackboard, and/or by email.*

wishing you all a fruitful academic semester.
GHAZANFAR