

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Research Methodology

1- Basic Information:

Course Name	Research Methodology
Course ID	GRM501
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	36
Synchronized Session Work Load	18
Credit Hours	5
Course level	5

2- Pre-Requisites:

Course	ID
Introduction to Marketing	BMK401
Human Resources Management	BHR401
Operations Management	BQM501
Principles of Financial Management	BFB401

3- Course General Objectives:

This course aims at equipping students with the skills of scientific research methods and tools, and developing them in administrative sciences, so that they can benefit from them adequately and appropriately in solving academic and practical problems.

This course starts from helping the researcher to select the title of the research to identify the problem of research and develop hypotheses through the measurement of variables and research design in addition to sampling and methods. Moreover, It also deals with the designs of exploratory, descriptive and experimental research.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The student defines administrative scientific research, argues its importance as a tool to help in making decisions, and explains the six steps to accomplish scientific research.
ILO2	Students distinguish between problem identification and problem solving and explains the tasks required for identifying the problem.
ILO3	A student compares between the types of management research designs whether they are exploratory, descriptive, or experimental and argues in the appropriate conditions for the use of each.
ILO4	Students classify methods of measurement, explain the appropriate cases for the use of each type of measuring instruments, and distinguish the difference between them.
ILO5	A student describes the purpose of questionnaire and discuss questionnaire design process.
ILO6	Students discuss the sampling process and classify sampling methods.
ILO7	A Student discusses the formal aspects to be taken into account in the preparation of scientific research and compares the cases of citing references.

5- Course Syllabus (24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Definition of scientific research • Steps of scientific research and preparation of the final report • The importance of research in making business decisions 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course.
ILO2	<ul style="list-style-type: none"> • The process of identifying research problem. • Tasks associated with identifying the problem of administrative research • The difference between problem (cause) and symptoms (result) 	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course

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	<ul style="list-style-type: none"> Develop an approach to the problem 				
ILO3	<ul style="list-style-type: none"> Definition of research design Classification of business research designs Exploratory research Descriptive search Empirical research 	10	10	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course
ILO4	<ul style="list-style-type: none"> Definition of measurement The reason for measuring variables Measurement tool definition The most important types of metrics Measurement methods (comparative and single) Multi-scale metric: Designed and evaluated Evaluate the multi-term metric 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course
ILO5	<ul style="list-style-type: none"> Stages of questionnaire design Test the questionnaire and questions 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course
ILO6	<ul style="list-style-type: none"> Research community and sample Mass inventory method versus samples Types of samples 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course
ILO7	<ul style="list-style-type: none"> The formal aspects of the preparation of scientific research and the preparation of the final report References method. 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The homework of this course is an execution of a scientific research through which we aim to help the student to apply the concepts addressed in the course

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6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The student defines administrative scientific research, argues its importance as a tool to help in making decisions, and explains the six steps to accomplish scientific research.	The student can determine what is meant by scientific research.	X		X		X
		The student argues his teacher about the importance of scientific research to make management decisions.	X		X		X
		The student links the six steps to accomplish scientific research.	X		X		X
ILO2	Students distinguish between problem identification and problem solving and explains the tasks required for identifying the problem.	Students compare between problem identification and solution.	X		X		X
		Students extract the required tasks to determine search problem.	X		X		X
ILO3	A student compares between the types of management research designs whether they are exploratory, descriptive, or	A student uses the knowledge gained during the lecture to compare the types of designs	X		X		X
		A students discusses	X		X		X

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	experimental and argues in the appropriate conditions for the use of each.	the professor in the most appropriate conditions for each research design					
		The student can link different research designs	X		X		X
ILO4	Students classify methods of measurement, explain the appropriate cases for the use of each type of measuring instruments, and distinguish the difference between them.	Students employ the knowledge gained in the lecture in the classification of scales	X		X		X
		A students discusses his professor about the types of measures	X		X		X
ILO5	A student describes the purpose of questionnaire and discuss questionnaire design process.	A student argues about the importance of the questionnaire and its purpose	X		X		X
		The student explains the questionnaire design process	X		X		X
ILO6	Students discuss the sampling process and classify sampling methods.	A student analyzes the steps of sampling process.	X		X		X
		A student uses the knowledge obtained in the lecture to compare the types of sampling.	X		X		X
ILO7	A Student discusses the formal aspects to be taken into account in the preparation of scientific research and compares the cases of citing references.	A student draws appropriate documentation methods	X		X		X
		Student argues in the formal criteria for the preparation of scientific research	X		X		X

7- Practice Tools:

Tool Name	Description

8- Main References

1- Aaker, D. A., Kumar, V. and Day, G. S.(2001) **Marketing research**. Seventh Edition. N Y: John Wiley &

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- 2- Cooper, D., Schindler, P. (2014) **Business Research Methods**. 12th Edition. McGraw Hill.
- 3- Hair, J., Bush, R., and Ortianu, D. (2003) **Marketing Research: Within a Changing Information Environment**. Second Edition.
- 4- Malhotra, N. K., Nunan, D., and Briks, D. (2017) **Marketing Research: An Applied Orientation**. Fifth Edition. NJ: Pearson.
- 5- Saunders, M., Lewis, P., and Thornhill, A.(2019) **Research Methods for Business Students**. Eighth Edition. England: Pearson
- 6- Wills, G. (2005) **Cognitive Interviewing: A Tool for Improving Questionnaire Design**. Sage Publication: London
- 7- الخضر، محمد، ديب، حيان، عمار، نريمان. (2017) **بحوث التسويق: دليل نظري وتطبيقي وعملي باستخدام برنامج التحليل الاحصائي SPSS**. دمشق: المعهد العالي لإدارة الأعمال (HIBA).

9- Additional References

- 8- Matthews, B., Ross, L. (2010) **Research Methods: A Practical Guide for the Social Sciences**.UK: Longman.
- 9- Salkind, N. (2003) **Exploring Research**. Fifth Edition. UK: Pearson
- 10- الضامن، منذر. (2007) **اساسيات البحث العلمي**. عُمان: دار المسيرة للنشر والتوزيع.