

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: Business Research Methods

1- Basic Information:

Course Name	Business Research Methods
Course ID	RM
Contact Hours (Registered Sessions)	16 Sessions (36 hours)
Contact Hours (Synchronized Sessions)	16 Sessions (36 hours)
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	16
Synchronized Session Work Load	16
Credit Hours	32

2- Pre-Requisites:

Course	ID
None	-

3- Course General Objectives:

The aim of this course is to provide students with the skills of management research, methods, methods and development in the management fields, so that they can benefit from them adequately and appropriately in solving management problems.

The theoretical framework of the course is closely related to the presentation of real practical cases by leading global companies in the management research process.

Therefore, the most important objectives of this course is to introduce students to the basic concepts of research as a basic tool to assist in making management decisions, and to explain the various steps to carry out the research with many examples and practical situations.

Explain the various management problems that require the use of research, preparation of final reports, research objectives, planning of research, and identification of different designs applicable to the completion of research.

Identify the different types of techniques used in data collection, both quantitative and qualitative.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Acquisition of management research skills and skills related to identify the problem of research and develop different types of hypotheses in line with the problem of research and objectives.
ILO2	Acquire sufficient knowledge in the types of designs of management research, whether exploratory, descriptive, or experimental and know the appropriate conditions for the use of each.
ILO3	Understand secondary data and methods of collection and evaluation
ILO4	Good understanding supported by real examples of methods of data collection whether: Qualitative Methods: Intensive interviews, focus groups, projection techniques or Quantitative Methods: questionnaire, observation, telephone, interview, e-mail
ILO5	Good identification of individual measuring instruments, comparison, and appropriate cases for the use of each type of measuring tools and the difference between them master the rules of designing the questionnaire.
ILO6	Mastering questionnaire design rules
ILO7	Deep understanding of sampling methods

5- Course Syllabus (32 hours of total synchronized sessions; 32 hours of total Recorded Sessions)

- RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Definition of management research Process and steps of management research Management Research Areas The importance of determining the problem of research The process of identifying the research 	2	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	<p>problem and developing the methodology</p> <p>Tasks associated with determining the search problem</p> <p>Difference between the problem (cause) and its symptoms (outcome)</p> <p>Identify the research problem</p> <p>Develop an approach to the problem</p> <p>Research questions, types of variables, types of hypotheses</p>				
ILO2	<ul style="list-style-type: none"> Define the design of the search <p>Classification of management research designs</p> <p>Exploratory search</p> <p>Descriptive search</p> <p>Deductive research</p>	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> The difference between data, information and management knowledge <p>Primary and secondary data</p> <p>Advantages of using secondary data</p> <p>Misuse of secondary data</p> <p>Criteria for evaluation of secondary data</p> <p>Secondary data classification:</p> <p>Management databases.</p>	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> Types of research depending on the type of data <p>Cases of use of qualitative research</p>	3.5	3.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars	

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	<p>Specific research methods</p> <p>Quantitative research</p> <p>Definition of descriptive research</p> <p>Cases of use of descriptive research</p> <p>The concept of causality.</p> <p>Experimental validity</p> <p>Types of experimental designs</p> <p>Comparison of laboratory experiments with field</p> <p>Comparison of experimental and non-experimental designs</p> <p>Experimental Designs</p>			<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5	<p>Definition of measurement</p> <p>Reason for measuring variables</p> <p>Definition of measuring instrument</p> <p>Main types of metrics</p> <p>Measurement methods (comparative and individual)</p> <p>Multi-metric metric: Design and evaluation</p> <p>Multi-metric metric assessment</p>	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6	<p>• Stages of questionnaire design:</p> <p>Identify the information to be obtained</p> <p>Determine how interviewees are interviewed</p> <p>Determine the contents of the questions</p> <p>Design questions to overcome the inability and willingness of respondents</p>	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	to answer Form and structure of questions Choose words of questions Arrange questions as appropriate Determine the form of the questionnaire Print the questionnaire Test questionnaire and questions				
ILO7	<ul style="list-style-type: none"> Research population Concept of the sample A census method versus samples Online sampling methods Factors influencing sample size Methods for determining sample size 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	Acquisition of management research skills and skills related to identify the problem of research and develop different types of hypotheses in line with the problem of research and objectives.		X	X	X	X	

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ILO2	Acquire sufficient knowledge in the types of designs of management research, whether exploratory, descriptive, or experimental and know the appropriate conditions for the use of each.		X	X	X	X	
ILO3	Understand secondary data and methods of collection and evaluation		X		X		
ILO4	Good understanding supported by real examples of methods of data collection whether: Qualitative Methods: Intensive interviews, focus groups, projection techniques or Quantitative Methods: questionnaire, observation, telephone, interview, e-mail		X	X	X	X	
ILO5	Good identification of individual measuring instruments, comparison, and appropriate cases for the use of each type of measuring tools and the difference between them master the rules of designing the questionnaire.		X	X	X	X	
ILO6	Mastering questionnaire design rules		X	X	X	X	
ILO7	Deep understanding of sampling methods		X		X		

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7-Practice Tools:

Tool Name	Description
Business Research Methods	-

8-Main References

- Aaker, D. A., Kumar, V. and Day, G. S.(2001) **Marketing research**. Seventh Edition. N Y: John Wiley & Sons, Inc
- Cooper, D., Schindler, P. (2014) **Business Research Methods**. 12th Edition. McGraw Hill.
- Hair, J., Bush, R., and Ortianu, D. (2003) **Marketing Research: Within a Changing Information Environment**. Second Edition.
- Malhotra, N. K.(2010) **Marketing Research: An Applied Orientation**. Sixth Edition. NJ: Pearson.
- Saunders, M., Lewis, P., and Thornhill, A.(2009) **Research Methods for Business Students**. England: Pearson
- Wills, G. (2005) **COGNITIVE INTERVIEWING A Tool for Improving Questionnaire Design**. Sage Publication: London
- الخضر، محمد..، ديب، حيان..، عمار، نريمان. (٢٠١٧) **بحوث التسويق: دليل نظري وتطبيقي وعملي باستخدام برنامج التحليل الاحصائي SPSS. المعهد العالي لإدارة الأعمال (HIBA). المعهد العلي لإدارة الأعمال: دمشق.**