

COURSE CODE: BUSRESE

COURSE TITLE: Basic Research Methodology for Mgt Students

COURSE DESCRIPTION:

The course is an introductory course in research process in management. It discusses the steps that research undergoes namely: problem formulation and development; survey of related literature; selection and use of appropriate methodology for gathering data, analysis and interpretation of data gathered; reporting and implementation of research findings. The course will introduce the different types of research area of interests to management, like case studies; business plan and feasibility studies; market research and analysis; financial analysis and planning; operations audit; systems analysis and design; and mathematical modeling to name a few.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- Research methods for business students by Saunders et al., (2012);
- Business research methods by Cooper & Schindler (2014)

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: