



Syllabus
BUS 852 - 12
Research Methods in Business
Fall 2007
Prof., Dr. Abdulrazzak Charbaji

5:30 pm - 8:00 pm	TH	Business Building	Sep 27, 2007 - Feb 05, 2008
1109			

Professor: Dr. Abdulrazzak Charbaji

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Office Hours: 4:30pm – 5:30pm Thursday & 4:00pm – 5:00pm Monday

Course Description:

A course to investigate the techniques of the research process as applied to business and economics. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording and interpreting data. Also, an analysis of pertinent research literature in business and economics is conducted.

Course Prerequisite(s):

No graduate prerequisites. Should be one of the first courses taken in the MBA program.

Required Text: Business Research Methods, (newest edition), by William Zikmund

Course Objectives:

1. Understands the scientific method of research.
2. Contrasts applied and theoretical forms of research.
3. Differentiates descriptive, historical, correlational, and experimental research methods.
4. Demonstrate the ability to review appropriate literature.
5. Develops an appropriate research question/problem/ hypotheses.
6. Identifies the advantages and disadvantages of various data collection techniques.
7. Constructs an appropriate bibliography from scholarly sources of material for study and research.
8. Utilizes secondary data appropriately.
9. Generates an appropriate research plan.
10. Demonstrate the ability to use SPSS and advanced SPSS in multivariate data analysis.

Means to Accomplish Objectives:

The student will be required to:

1. Participate in class discussion,
2. Attend the Business Computer Center,
3. Take Midterm exam,
4. Take final exam, and
5. Conduct one group project. This project will be prepared in accordance with the formatting guidelines of the American Psychological Association documented in Publication Manual of the American Psychological Association. The student will select a research problem and prepare and turn in a prospectus as follows:
 1. The term project is to develop a finished miniature "Prospectus for a Thesis." The student is referred to APA for the mechanical details of a prospectus preparation:

<http://www.socialresearchmethods.net/kb/formatting.php>
 2. Approval of the research topic by Dr. Charbaji can be obtained at any time, but no later than Thursday October 25, 2007. For approval, each student must submit the following information:
 - a. Proposed research topic.
 - b. Need (significance) for the study
 - c. Purpose of the study.
 - d. Statement of the research problem..
 - e. Preliminary statement of research hypothesis.
 - f. Preliminary statement of methodology.
 - g. Preliminary review of the literature.

None of the above need be submitted in a "formal" manner (i.e. this information may be presented and communicated informally with Dr. Charbaji via email: abdulrazzak.charbaji@lau.edu.lb).
 3. The student should consider the following elements when preparing Chapter I, II and III of the prospectus :
 - a. Background
 - b. Significance (need) of the study
 - c. Problem Statement
 - c. Purpose of Study
 - d. Research and Statistical Hypothesis(es)
 - e. Definitions
 4. The student should conduct review of literature.
 5. The student should develop research methodology.

Attendance & Cheating Policies :

Any student absence for more than three classes will have his/her grade lowered by one letter grade.

One grade will be deducted for papers turned in late. Anyone caught plagiarizing will receive an "F" in the course.

Course Outline:

Lectures & Business Computing Center Textbook: Business Research Methods, (newest edition), by William Zikmund	
<u>Table of Contents:</u>	Date
Lectures: <ul style="list-style-type: none">• Book & syllabus• Course requirements What is Business Research Zikmund, Chapter 1	Thursday, Sept., 27 th Business Building 1109
Lectures: Starting, SPSS , Excel, and Navigating the World Wide Web (WWW) and visiting: www.emeraldinsight.com http://www.bdl.gov.lb http://www.socialresearchmethods.net/kb/contents.php http://www.heritage.org/research/features/index/countries.cfm https://www.cia.gov/library/publications/the-world-factbook/ http://www.undp.org.lb/information/socioecostatistics.html http://www.richardmayberry.com/legal.html http://web.worldbank.org/WBSITE/EXTERNAL/DATASTATISTICS http://www.arab.net/lebanon/index.html Zikmund, Chapter 2	Thursday, Oct ., 4 th Meet in computer lab
Lectures: Theory Building Zikmund, Chapter 3	Thursday, Oct ., 11 th Business Building 1109
The Research Process & Business Ethics Zikmund, Chapter 4 & 5	Thursday, Oct ., 18 th Business Building 1109

Approval of the research topic	Thursday, Oct., 25 th
<p>Lectures: Problem definition and the Research Proposal</p> <p>Zikmund, Chapter 6</p>	<p>Thursday, Nov., 1st</p> <p>Business Building</p> <p>1109</p>
<p>Lectures: Exploratory Research & Secondary Data</p> <p>Zikmund, Chapter 7 & 8</p>	<p>Thursday, Nov., 8th</p> <p>Business Building</p> <p>1109</p>
<p>Lectures: Survey Research</p> <p>Zikmund, Chapter 9 - 11</p>	<p>Thursday, Nov., 15th</p> <p>Business Building</p> <p>1109</p>
Independence Day –Holiday- No Classes	Thursday, Nov., 22 nd
<p>Lectures: Measurement & Scaling</p> <p>Zikmund, Chapter 13 - 14</p>	<p>Thursday, Nov., 29th</p> <p>Business Building</p> <p>1109</p>
Midterm Exam (20 points)	<p>Thursday</p> <p>Dec., 6th</p>
<p>Lectures: Experimental Research</p> <p>Zikmund, Chapter 12</p>	<p>Thursday, Dec., 13th</p> <p>Meet in computer lab</p>
Al-Adha Holiday- No Classes	Thursday, Dec., 20 th
Christmas and New Year vacation	Thursday, Dec., 27 th
<p>Lectures: Data Analysis and Presentation</p> <p>Zikmund, Chapter 19 - 25</p>	<p>Thursday, Jan., 3th</p> <p>Meet in computer lab</p>
Holiday: Hijra New Year *	Thursday, Jan., 10 th

Lectures: Data Analysis and Presentation Zikmund, Chapter 19 - 25	Thursday, Jan., 17 th Meet in computer lab
Friday, January 18, 2008 Last day for withdrawing from courses for fall 2007	
Fall 2007 classes end on Thursday, 1/24	
Friday, January 25 - Sunday, January 27, 2008 Reading period	
<p style="text-align: center;">FINAL EXAM (35 points) Monday, 1/28 - Wednesday, 2/6</p>	

Course Requirements:

Assignments (15 points)

There are various assignments that are done in business computer center or turned in the following week. You may still turn them in late but will receive an automatic reduction in points.

Midterm Assessment (25 points)

One midterm will be given in the semester. It will consist of questions from lectures and the text and will be an open-book individual test. Students will answer the questions directly on the paper given. A big portion of this midterm will be a "group test." about their project.

Final Assessment (35 points)

A final exam will be given. It will consist of questions from lectures and the text and will be an open-book individual test.

Research Project (25 points)

You can do this individually or in a group of no more than **4 people**. You must develop an actual business research project. You are required to have a minimum of 20 questions in your survey and obtain 25 responses per group member. For example, if you have 4 group members, you must survey 100 people. The project must include the following:

- Development of a survey, questionnaire, or other measurement
- Surveys should have 4-5 constructs plus demographic data
- Collect data from that survey, questionnaire, or measurement

- Turn in the survey (word document) and data set (spss or excel) electronically via disk or email attachment
- Analyze each question using basic descriptive statistics (i.e., N, min, max, mean, SD)
- Analyze each question using charts (i.e., bar, pie, line, area...)
- Analyze each construct using inferential statistics (i.e., t-test, ANOVA, correlation, regression, etc.)
- Develop a research report as outlined above.

Makeup work:

No makeup, late papers or presentations will be accepted.

Grading Scale:

≥ 90	A
87-89	A-
83-86	B+
80-82	B
77-79	B-
73-76	C+
70-72	C
67-69	C-
63-66	D+
60-62	D
≤ 59	F

Recommended Websites: <http://info.zoomerang.com/>
<http://surveymonkey.com/>
<http://www.freshpatents.com/>