



Syllabus
BUS 852 - 12
Research Methods in Business - 21328 -
Spring 2009

5:00 pm – M	Business	Monday, 2/23 ,2009 Thru	Monday, 6/8, 2009
7:30 pm	Building 1208		

Professor: Dr. Abdulrazzak Charbaji
Phone: (03) 714279 & (01) 355046
E-mail: abdulrazzak.charbaji@lau.edu.lb
Office Hours: 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, correlation, 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 **Monday March 23, 2009**. 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	Monday, 2/23 Business Building 1208
Lectures: Starting, SPSS , Excel, and Navigating the World Wide Web (WWW) , visiting: www.emeraldinsight.com http://www.bdl.gov.lb 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://www.socialresearchmethods.net/kb/contents.php http://web.worldbank.org/WBSITE/EXTERNAL/DATASTATISTICS Zikmund, Chapter 2 & 8	Monday, 3/2 Meet in computer lab
Holiday: Prophet's Birthday (tentative date)	Monday, 3/9
Lectures: Theory Building Zikmund, Chapter 3	Monday, 3/16 Business Building 1208 Meet in computer lab

<p>Approval of the research topic</p> <p>Lectures:</p> <p>The Research Process & Business Ethics</p> <p>Zikmund, Chapter 4 & 5</p>	<p>Monday, 3/23 Business Building 1208 Meet in computer lab</p>
<p>Lectures:</p> <p>Problem definition and the Research Proposal</p> <p>Zikmund, Chapter 6</p>	<p>Monday, 3/30 Business Building 1208 Meet in computer lab</p>
<p>Lectures:</p> <p>Exploratory Research</p> <p>Zikmund, Chapter 7</p>	<p>Monday, 4/6 Business Building 1208 Meet in computer lab</p>
<p>Western Easter vacation Friday, 4/10 – Monday, 4/13</p>	
<p>Eastern Easter vacation Friday, 4/17 – Monday, 4/20</p>	
<p>Lectures:</p> <p>Survey Research</p> <p>Zikmund, Chapter 9 - 11</p>	<p>Monday, 4/27 Business Building 1208 Meet in computer lab</p>
<p>Lectures:</p> <p>Measurement & Scaling</p> <p>Zikmund, Chapter 13 - 14</p>	<p>Monday, 5/4 Business Building 1208 Meet in computer lab</p>
<p>Midterm Exam (25 points) Monday, 5/11</p>	
<p>Lectures:</p> <p>Experimental Research</p> <p>Zikmund, Chapter 12</p>	<p>Monday, 5/18 Business Building 1208 Meet in computer lab</p>

data. If you use primary data then, 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/>