



## Course Descriptor PROJ610 – PROJECT (1)

<b>Proposed Academic Year</b>	2021-2022	<b>Last Reviewed Academic Year</b>	2020-2021
<b>Course Code</b>	PROJ610	<b>Course Title</b>	Project (1)
<b>Credit hours</b>	3	<b>Level of study</b>	Postgraduate -Year Two
<b>College / Centre</b>	College of Business Administration	<b>Department</b>	MNGT-MBA
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

### 1. COURSE OUTLINE

This course will help to establish or advance students understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Participants will use these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment.

### 2. AIMS

The aim of the course is to help students to:

- understand research terminology
- get awareness of the ethical principles of research, ethical challenges and approval processes
- describe quantitative, qualitative and mixed methods approaches to research
- Identify the components of a literature review process
- Critically analyze published research

### 3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
<p>Upon successful completion of this course, students will be able to:</p> <p>1. Critical understanding of the term research design, and develop an appropriate understanding of the overall process of designing a research study from its inception to its report</p>	<p>Class Presentation; Lab work; Group Work</p>	<p>Report, Presentation</p>



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2.	Develop a firm understanding of the ethical issues in educational research, including those issues that arise in using quantitative and qualitative research	Class Presentation; Lab work; Group Work	Report, Presentation
3.	Demonstrate a high level of describing a range of quantitative and qualitative research designs used in business research and identify their advantages and disadvantages	Class Presentation; Lab work; Group Work	Report, Presentation, Proposal
4.	Demonstrate high command in critically conducting a literature review for a scholarly educational study	Class Presentation; Lab work; Group Work	Report, Presentation, Proposal
5.	Design an appropriate mixed-method research study to answer a work-related research question	Class Presentation; Lab work; Group Work	Report, Presentation, Proposal
6.	Demonstrate critical awareness in choosing appropriate quantitative or qualitative method to collect data	Class Presentation; Lab work; Group Work	Report, Presentation
7.	Demonstrate a high level of data description, interpretation, analysis and reporting	Class Presentation; Lab work; Group Work	Report, Presentation

**4. ASSESSMENT WEIGHTING**

Assessment	Percentage of final mark (%)
Midterm Examination	20
Dissertation proposal	45
Final Exam	35
<b>TOTAL</b>	<b>100%</b>

**5. ACHIEVING A PASS**



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Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 50 %**

6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	The nature and process of business research	3
	Business research strategies	
2	Research designs	3
	Planning a research project and formulating research questions	
3	Ethics and politics in business research	3
	Writing Strategies and Ethical Considerations	
4	Getting started: reviewing the literature	3
	Research Questions and Hypotheses	
5	The nature of quantitative research methods	3
	<b>Mid Term Exam</b>	
6	Sampling techniques	3
	Quantitative data analysis	
7	Advanced Statistical Analysis using SPSS-1	3
	Advanced Statistical Analysis using SPSS-2	
8	The nature of qualitative research	3
	Sampling in qualitative research	
9	Ethnography and participant observation	3
	Interviewing in qualitative research	
10	Focus groups	3
	<b>Case/Assignment</b>	
11	Qualitative data analysis	3
	Computer-assisted qualitative data analysis: using NVivo	
12	Mixed methods research: combining quantitative and qualitative research	3
	Breaking down the quantitative/qualitative divide	
13	E-research: Internet research methods-1	3
	E-research: Internet research methods-2	
14	Writing up business research-1	3
	Writing up business research-2	
15	Proposal submission and discussion	3
16	<b>Final Exam</b>	
	<b>TOTAL HOURS</b>	<b>45</b>
1 - 15	Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>45</b>
	<b>TOTAL COURSE HOURS</b>	<b>90</b>

## 7. RECOMMENDED READING

### Core text/s:

Patten, M.L. (2016). Understanding research methods: An overview of the essentials. Routledge.



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**Secondary/Additional Tests:**

Bryman, A. and Bell, E. (2015). Business research methods. Oxford University Press, USA.

Hair, J. F. (2015). Essentials of business research methods. ME Sharpe.

**Library + online resources:**

ASU library

ASU online resources (ProQuest and ebrary)

Sultan Qaboos University Library (by agreement)