



**Course Descriptor**  
**< STAT 105- Business Research Methods >**

<b>Proposed Academic Year</b>	2021-2022	<b>Last Reviewed Academic Year</b>	2020-2021
<b>Course Code</b>	Satt105	<b>Course Title</b>	Business Research Methods
<b>Credit hours</b>	3	<b>Level of study</b>	Year1
<b>College / Centre</b>	Applied and Health Science	<b>Department</b>	Basic Science
<b>Co-requisites</b>	Nil	<b>Pre-requisites</b>	FPAM003 GFP Applied Mathematics

**1. COURSE OUTLINE**

[It is a course to investigate the techniques of the research process and data analysis. Statistical methods of descriptive and Inferential statistics supported with software applications are used and applied for analyzing data and get conclusions.

**2. AIMS**

The course will introduce main concepts of scientific research including types, characteristics, objectives, steps, ethics, sampling methods and data gathering tools as well probability distributions including normal distribution. The methods of descriptive statistics and inferential statistics will be applied for data analysis. These methods include: Frequency distributions, Graphs, measures, Confidence interval, Testing Hypotheses, and Correlation and regression.

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

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
<b>1.</b> Identify the concepts of scientific research and its components including types, characteristics, objectives, steps, ethics, sampling methods and data gathering tools	Lectures, Discussion and assign Reading	Quiz1, Midterm Exam, and Final Exam
<b>2.</b> Apply descriptive Methods of data analysis	Discussion, Independent Reading, Problem solving and Lectures	Quiz2, Midterm Exam And Final Exam
<b>3.</b> Identify the concept of probability distributions	Group presentation and Discussion	Assignment as Group project, and Participation



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**< STAT 105- Business Research Methods >**

including Normal Distribution		
<b>4.</b> Apply Inferential methods for data analysis	Discussion, Independent Reading, Problem solving and Lectures	Assignment as Group project, , Participation and Final Exam

**4. ASSESSMENT WEIGHTING**

Assessment	Percentage of final mark (%)
Quiz 1	10%
Quiz 2	10%
Midterm Exam	20%
Assignment	10%
Participation	10%
Final exam	40%
<b>TOTAL</b>	<b>100%</b>

**5. ACHIEVING A PASS**

Students will achieve 3 credit hours for this course by achieving a minimum overall score of 50% and attending at least 80% of class lectures.

**6. COURSE CONTENT (Indicative)**

Introduction to Research	
Scientific research: characteristics, goals, types, steps and ethics	
Sampling methods	
Data gathering tools	
Data Description part1	
Frequency Distribution and Measures	
Data Description part2	
Graphs	
Discrete Probability Distributions:	
Binomial Distribution and Poisson Distribution	
Continuous Probability Distributions:	
Normal Distribution	
Inferential statistics part1	
Confidence Interval	
Inferential statistics part2	
Testing Hypothesis	
<b>TOTAL HOURS</b>	<b>45</b>
Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>0</b>
<b>TOTAL COURSE HOURS</b>	<b>45</b>



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**7. RECOMMENDED REFERENCES**

**Core text/s: :**

Research Methods for Business – A skill building approach, Uma Sekaran and Roger Bougie, Wiley, 6<sup>th</sup> edition. ISBN 978-1-119-94225-2

Elementary Statistics, by Allan Bluman(Author), 9th Edition, ISBN-13: 978-0078136337 ISBN-10: 0078136334

**Link:** <https://www.merlot.org/merlot/viewMaterial.htm?id=80423>

< <https://open.bccampus.ca/browse-our-collection/find-open-textbooks/?uuid=1a2a3483-52e3-47b0-b9d9-a4934aceec4d&contributor=&keyword=&subject=> >

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