



CALWEST UNIVERSITY

Course Type: **Doctor of Business Administration**

Course Code: **DBA801**

Course Name: **Research Methods**

Faculty Name: **Prof Kasi Ramanathan, PhD**

Faculty Contact information: via *'My Courses'* link on Tubeclasses

COURSE SYLLABUS

This is the first course in a sequence of study that must be followed, starting with studying (1) Research Methods (this course); followed with presenting a (2) Research Proposal; and then undertaking the proposed research and writing the (3) Research Thesis. Further, it is advisable to undertake this course first before you undertake the other business administration courses (DBA 802 to DBA 812); as then you can study your coursework whilst simultaneously being on the lookout for ideas for your research project.

1. Course Description

This course studies the nature, scope, and significance of business research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative methods for individual investigation and reporting on current problems within a student's area of interest. Once enrolled for this course, please watch completely all videos and PowerPoint slides pertaining to Research Methods. Calwest advises that you should supplement the areas covered in the videos with wide readings on the topic.

2. Learning Objectives

1. Students will gain an understanding of the underlying principles of quantitative and qualitative research and the links between the two.
2. Students will gain a broad critical perspective of the key data generation methods of current use in business administration research.
3. Student will be able to chose the most appropriate research method to address a particular research question.
4. Students will gain a basic overview of a range of quantitative and qualitative approaches to analysis.
5. Students will be equipped with the knowledge and skill needed to undertake the design of a business-related research proposal

3. Learning Outcomes:

Social research is a craft, and like any other craft, it takes practice to do it well. By the end of the course, research students should be able to:

1. Understand how to design a research project

2. Collect your own data using a variety of methods.
3. Analyze both qualitative and quantitative data.
4. Critically evaluate your own research and that of other social scientists.
5. Be aware of and consider ethical issues when conducting research.

4. Prescribed Reading (Compulsory)

Saunders, M.N.K., Thornhill, A., Lewis, P., *Research Methods for Business Students*, (Latest Edition), Pearson, New Jersey, USA. <http://www.pearsoned.com/>

5. Student Resource Requirements

- PC: A reliable computer running Windows XP or higher with 500 MB of RAM or higher
- Mac: A reliable computer running Mac OS 10 or higher
- Reliable high speed Internet connection (minimum 768 Kbps/128 Kbps)
- Web browser with Adobe Flash Player installed (Flash Player 10 or higher recommended)

6. Course Instructions

7. Topic Outline

<i>Topic No.</i>	<i>Topic</i>	<i>Text Book Chapter & PowerPoint</i>
1	Research Methods-Introduction	1
2	Research Approaches	4
3	Research Design	5
4	Research Ethics	6
5	Selecting Samples	7
6	Primary Data	9
7	Secondary Data	8
8	Interviews	10
9	Questionnaires	11
10	Quantitative data	12

8. Assessment

There is NO completion assessment for this course. Once you have viewed all material, you can self-assess yourself that you are ready to start on the next course in the sequence; the Research Proposal.

When you **complete the course** (and completed or obtained credits for the other courses DBA802 to DBA812), and are ready to undertake writing your Research Proposal, please enroll in the Research Proposal course. On enrolment, you will be provided with a Research supervisor.