



Kuwait University
College of Business Administration
Management and Marketing Department



Course Syllabus
MGT 300 – Research Methods for Business

Dr. Abrar Abul

Lecture Time and Location

MGT300/01A: Mon Wed, 11:00 AM –12:15 PM, CG 1016

Contact Information

Location : Management and Marketing Department – 1st Floor

Email: abrar.ebel@ku.edu.kw

Office Hours: Mon Wed, 1:00 PM – 2:00 PM or by email appointment

Course Description

This course provides introduction to quantitative and qualitative research methods that are employed in business administration. The goal of this course is to acquaint students with basic methodological concepts and research tools in business administration. The course emphasizes practical application of research methods. A variety of examples will be provided to help in gaining better understanding of research methods. This course develops student's practical skills in designing, collecting, and analyzing, using descriptive techniques, and presenting data to address research questions. The course introduces students to statistical procedures and computer skills used in the field of management to evaluate and manage programs and services. The course also develops the student's skills to assess the quality of research by others. The course offers an introduction to some of the key practices and principles associated with conducting research. This course will describe the research design process and challenges students to be better users of information so that they can make better decisions.

Course Learning Outcomes:

After the completion of this course students should be able to:

1. Understand the concepts behind the construction and analysis of research, and the process of research design and analysis.
2. Learn the nature of quantitative and qualitative data analysis.
3. Analyze and communicate research findings, and when needed, improve upon faulty research and analysis.
4. Grasp the skill of producing a research design.

CLO Mapping to CBA Skill Based Competency Goals*

* CBA Competency Goals can be found at the end of this document.

| CLO | Analytical | Communication | Information Technology | Business Ethics |
|-----|------------|---------------|------------------------|-----------------|
| 1 | | | | I |
| 2 | A | A | A | |
| 3 | A | A | A | |
| 4 | A | A | | |

Type of Emphases:

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

My Expectations of You

The focus of the course will be applying concepts and ideas to real-world examples, primarily through our case discussions. I intend to keep lecturing to a bare minimum. For the class to work well, and for you to benefit from it, preparation for each class meeting is essential: All students are expected to arrive at class having read the assigned chapter and case and prepared to offer and defend their recommendations. All students are expected to arrive on time and leave on time. No phones or tablets or other electronics are to be used in class for personal or entertainment reasons.

Required Material

Textbook:

Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, 6th edition, Oxford University Press, 2022.

Additional Material:

- An intention to learn and a positive growth mindset.
- Other material is available on Teams **E-Learning System:** Teams and Moodle
- Notebook and pen.
- Laptop and internet connection.

Course Requirements and Policies

- Teaching/learning methods used in this course include lectures, class discussions, discussing real-life examples and contemporary issues, and other assignments.
- You must be prepared for each class by reading the required material.

- You may be assigned to a group to discuss any specific topic or case that we will cover in class.
- Class participation is essential for the learning outcome because it will foster a better understanding for the concepts and topics that we will cover throughout the course.
- Readings should be completed prior to class.

The course requirements are as follows:

- **Class discussion** will be assessed based on your contributions to class discussion and listening. Of course, the underlying condition for class participation is attendance. I expect you to attend all sessions. Prior to class, you should thoroughly read and prepare the case for that day, including answering the study questions. Please ensure that you have used the frameworks, tools, and ideas from the readings in your analysis as appropriate. In grading class participation, I look at both the quantity and quality of contribution. With regards to quality, some of the criteria I shall apply include:

- **Are** the points made relevant to the discussion?
- **Do** they go beyond a mere recitation of case facts, and are implications clearly drawn?
- **Is** there evidence of analysis rather than expressions of opinions?
- **Are** the comments linked to those of others?
- **Did** the contribution further the class's understanding of the issues?
- **Is** the participant a good listener?
- **Do** comments raise interesting questions?
- **In** discussion, do the comments fit in the class context?
- **Does** the analysis make use of models and techniques from the readings or lectures?
- **Are** comments made in a respectful, professional, and constructive manner?

Students should not expect to receive full points for participation. Simply being present does not warrant full credit, nor does frequent participation that does not advance the learning of the class. I will use "cold calling" occasionally, so you need to be prepared for each class. Cell phones must be turned off or set to the "silent" mode during classes. Laptops may not be used during case discussion segments and activities.

- **Exams:** We will have **THREE** examinations, two midterms and a final exam, which will cover the course material to that point in the course, including lectures, discussions, and readings. Details about exam contents, time, and location will be discussed in the class. Missed examinations may not be made up without prior permissions, no exceptions.

- **Assignments, Case Discussion and Quizzes:** During the course each student will have the responsibility to read a chapter and a case study ahead of time and prepare a presentation for the class. That is, each student will have to lead the discussion in class in regard to their assigned chapters and/or readings. In addition, students are encouraged to research material from other sources about the topic; note it is important to cite (reference) your sources. All students will have to present/lead the discussion at least once during the course. The details will be discussed later in class.

All students should be prepared for the case and have read the case, they will be quizzed on the case one lecture before the case study lecture.

Further, there will be quizzes on other class material, discussed further in class.

And there will be various assignments throughout the semester. The assignments will help you understand the material and tie the concepts.

● Final Project:

By the end of the semester each student) should present about the research question they will be working on throughout the course

- The presentation must have an introduction, body, and conclusion. It must have headings and subheadings.
- Font is Times New Roman, font size 12.
- In-text citations and references must be used (based on English 126), Follow APA style.
- Presentations due date will be discussed further in class.

Attendance and Participation:

Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

| عدد أيام الغياب: | محاضرات أحد، الثلاثاء، خميس | محاضرات اثنين - أربعاء | الفصل الصيفي (محاضرات يومية) |
|------------------|------------------------------------|------------------------------------|------------------------------------|
| للإنذار الأولي | ثلاث محاضرات | محاضرتين | ثلاث محاضرات |
| للإنذار النهائي | ثلاث محاضرات (بمجموع 6 محاضرات) | محاضرتين (بمجموع 4 محاضرات) | محاضرتين (بمجموع 5 محاضرات) |
| لإخطار الرسوب | محاضرة واحدة (بمجموع 7 محاضرات) | محاضرة واحدة (بمجموع 5 محاضرات) | محاضرة واحدة (بمجموع 6 محاضرات) |

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

Cheating and Plagiarism:

- Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

<https://cgs.ku.edu.kw/traditional-thesis/citation-and-plagiarism/>

This policy is to be applied for all work submitted or presented.

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. **If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.**

Copy and pasting from AI is considered cheating. AI use and not correctly noting the use and help of AI is considered cheating.

All assignments, projects, essays, presentations are to be your work only and not done or taken by an AI or another person (relative or paid for services).

Paraphrasing without correctly citing the source is plagiarism and not permitted.

Students must refer to MLA or APA writing style for their assignments and report writing and presentations. Refer to the English Language Center for help.

- **Writing Style:** Students must refer to MLA or APA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading

The scores in this course will be the weighted average of the following items:

| Weight | Description |
|--------|---|
| 25% | assignments/ case presentations/quizzes |
| 30% | Midterms |
| 30% | Final |
| 15% | Final Project |
| 100% | Total |

Grade Distribution

| Grade | Range |
|-------|----------------|
| A | 95.00 - 100.00 |
| A- | 90.00 - 94.00 |
| B+ | 86.00 - 89.99 |
| B | 82.00 - 85.99 |
| B- | 80.00 - 81.99 |
| C+ | 76.00 - 79.99 |
| C | 72.00 - 75.99 |
| C- | 70.00 - 71.99 |
| D+ | 66.00 - 69.99 |
| D | 62.00 - 65.99 |
| F | 60.00 - 61.99 |

Course Outline

- What is Research?
- Business research strategies
- The Research Process: An Introduction to Key Concepts.
- Planning a research project and developing research questions
- Conducting Preliminary Research.
- Literature Review and getting background information.
- Research Design.
- Issues of validity and inference.
- Measurement in Research.
- Population Sampling.
- Descriptive Statistics.
- Testing Hypothesis.
- Presenting and writing up business research.
- Research ethical conduct.

Important Dates

| Date | Event |
|-------------------------------|---------------------------|
| March 15 th , 2025 | Last day to drop a course |
| May 15 th , 2025 | Last day of classes |
| May 19 th , 2025 | Final Exam |

CBA Competency Goals

1. Analytical Competency: A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. Communication Competency: A CBA graduate will be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. Information Technology Competency: A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

- 3.1. Use data-processing tools to analyze or solve business problems.

4. Ethical Competency: A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

5. General Business Knowledge: A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

Student Learning Objectives:

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).