**Business Research (300)**

**Course Syllabus, Spring 2022-2023**

**Dr. Majdi Anwar Quttainah**

**Days: 2, 4**

**Lecture Time 09:00am – 10:15am**

**Location: South Building DG-1004**

**Contact Information:**

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**Course Description:**

This is a project-based course in which students are required to specify real-time consumer problems and work on solving the problems using a well-designed research process. The instructor will coach students throughout the research tasks, which include identifying a research problem, literature review, research sampling strategy, primary & secondary data collection, and data analysis. The students are required to submit a written research paper with practical implications and give an oral presentation of the research findings.

The course is designed to provide students with a hands-on experience of business research concepts and applications. Although this is not a statistical course, but some knowledge of statistics and SPSS is required. In addition, to accomplish the research tasks successfully, students must have a good understanding of business research methodologies such as secondary & primary research, instrument and measurement design, sampling technique, experimentation, survey, observation, interviews, focus groups, data entry & editing, and different data analyses using Stata or SPSS. Upon successful completion of the course, students will be able to:

* CLO1 Recognize the implications of a proposed business decision from a variety of diverse, internal, and external, stakeholder perspectives.
* CLO2 Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
* CLO3 Use a word-processing application to type and format a research paper.
* CLO4 Use a data-processing application to analyze or solve a business problem.
* CLO5 Deliver clear, concise, and audience-centered presentations.
* CLO6 Write clear, concise, and audience-centered business research.
* CLO7 Use appropriate research tools to solve a given business problem.
* CLO8 Structure logic and frame quantitative analyses to solve business problems.

**CLO Mapping to CBA Skill Based Competency Goals1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | |
| Analytical | Communication | Business knowledge | Business Ethics |
| 1 | R |  | R |  |
| 2 | R |  | R |  |
| 3 | A | A |  |  |
| 4 | A | A | R |  |
| 5 |  | A | R |  |
| 6 | A | A | I |  |
| 7 | A |  | R |  |
| 8 | I |  | I |  |

**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.

**Required Material:**

**Textbook**: Saunders, Mark N, Philip Lewis, & Adrian Thornhill (2015), *Research Methods for Business Students 7th Ed.,* Pearson.

**Additional Material**: Additional resources will be handed in during the semester to assist students in their research process.

**Written Paper:** Each team (2 members) will select a real-time Trade disputes and political tensions between countries and identify a set of research questions and hypotheses, select the appropriate research design, execute the research design, and communicate the research results in a research paper with practical implications. The paper must include an executive summary, introduction, literature review, research methodology, data analysis, discussion & practical implications. The paper must be professionally written to be submitted to the FIIB Business Review.

**Writing Style:** Students must refer to APA writing style for their paper writing. Refer to the English Language Center for help.

**Oral Presentation (15 minutes):** The team must present their findings and provide data-driven conclusions and recommendations in front of management using clear and easy to understand arguments and supporting documents.

**Peer Evaluation:** Each member of a team will be evaluated by the other team members based on the following criteria: teamwork, attend meetings, put effort, effective participation, complete assigned task, complete assigned task with quality, and complete assigned task in a timely manner.

**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>

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.

**Grading:**

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

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 40 | Midterms |
| 50 | Final Exam |
| 10 | Research Paper |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**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. Use appropriate analytical techniques to solve a given business problem.
2. Critically evaluate multiple solutions to a business problem.
3. Make well-supported business decisions.

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

**Student Learning Objectives:**

1. Deliver clear, concise, and audience-centered presentations.
2. Write clear, concise, and audience-centered business documents.

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

**Student Learning Objectives:**

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

1. **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:**

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