**Course Syllabus**

**Spring 2023/2024**

**Dr. Khaled Alsabah**

**MBA 555 – Research Methods for Business**

**Lecture Time and Location:**

**MBA 555/ 02A**  Wednesday TIME 5:00PM – 7:50PM Classroom #  S| 03 C3 1007

**Contact Information:**

**Location** : Department of Finance & Financial Institutions – 4th Floor - B 1008

**Email** : [khaled.alsabah@ku.edu.kw](mailto:khaled.alsabah@ku.edu.kw)

**Office Hours** : Before class or by appointment. Feel free to email me.

**Teaching Assistant**

**Name** :

**Location**:

**Email** :

**Office Hours** :

**Tutorial** :

**Course Description**

This course develops the quantitative thinking and skills needed for managerial data analysis. Large quantities of data are becoming more widely available in all disciplines of business. The analysis of data in accounting, finance, marketing, operations, and human resources is based on the same underlying principles and techniques. This course exposes students to these fundamental principles and to examples of applications from a variety of disciplines.

Concepts covered in this class will allow students to be exposed to graphing and describing data, and probability and probability distributions. Students will also be introduced to data sampling and making inferences from data. Confidence intervals, hypothesis tests, and regression analysis will also be covered.

**Course Learning Objectives (CLOs)**

Upon successful completion of the course, students will be able to:

1. Use data visualization for better data understanding and utilize descriptive statistics to summarize important data points.
2. Understand and use probability distributions for making decisions.
3. Understand the reliability and validity of data and analyze estimation error.
4. Test theories or claims through statistical significance.
5. Use regression analysis to explain the drivers behind changes in dependent variables of interest.
6. Deliver clear, concise, and audience-centered presentations.
7. Write clear, concise, and audience-centered business research.
8. Use appropriate research tools to solve a given business problem.
9. 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 | R |  | R |  |
| 4 | R |  | R |  |
| 5 | I |  | R |  |
| 6 |  | A | R |  |
| 7 | A | A | I | I |
| 8 | A |  | R | I |
| 9 | I |  | 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 :** *Business Analytics: Data Analysis & Decision Making,* by S. Christian Albright and Wayne L. Winston, 7th Edition, published by Cengage Learning.

**Additional Material:**

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

Laptop with MS Excel and Python program (PyCharm)

Supplemental Handouts on various topics will be provided during applicable sessions.

E-Learning System: Moodle and Microsoft Teams

**Course Requirements and Policies**

**Course Requirements and Policies:**

**Participation:** Participation is an important component of this course. Reading the assigned material and coming prepared to class will enable you to effectively contribute to the discussions.

**Assignments:** There will be case studies and assignments throughout the semester. In these case studies you will learn to apply what we have learned. These case studies are here to help you understand the material and tie the concepts and expose you to real-world problems and situations.

**Exams:** There is one exam. Students will be notified of the exam dates at the beginning of the semester; however, the instructor retains the right to change the dates.

**Attendance:** Attendance is not mandatory. However, if you plan to attend you should arrive before class starts.

**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.

**Writing Style:** Students must refer to 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** |
| 15% | Participation |
| 30% | Exam |
| 15% | Project Related Deliverables |
| 40% | Project |
| 100% | TOTAL |

**Grade Distribution:**

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

**Tentative Course Schedule:**

|  |  |  |
| --- | --- | --- |
| **Week** | **Topic & Chapter** | **Assignments** |
| 7-Feb | Ch. 1: Introduction |  |
| 14-Feb | Ch. 2: Describing the Distribution of a Variable |  |
| 21-Feb | Ch. 3: Finding Relationships Amongst Variables |  |
| 28-Feb | Ch. 5: Probability and Probability Distributions |  |
| 6-Mar | Ch. 5: Probability and Probability Distributions |  |
| 13-Mar | Ch. 7: Sampling and Sampling Distribution |  |
| 20-Mar | Ch. 8: Confidence Interval Estimation |  |
| 27-Mar | Ch. 9: Hypothesis Testing |  |
| 3-Apr | Ch. 10: Regression Analysis: Estimating Relationships |  |
| 10-Apr | Holiday |  |
| 17-Apr | Ch. 11: Regression Analysis: Statistical Inferences |  |
| 24-Apr | Exam |  |
| 1-May | Ch. 12: Time Series Analysis & Forecasting |  |
| 8-May | Presentations |  |

**Appendix**

**Undergraduate Program 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.

1. **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:**

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