



Kuwait University
College of Business Administration
Master of Business Administration Program



Research Methods for Business Students

Course Information

Course Title: Research Methods for Business Students

Course Level: MBA (Graduate)

Class Meeting Time: Mondays 5:00–8:00 PM

Office Hours: By appointment

Term: Spring 2026

Course Description

This MBA study skills course presents research techniques for business students. It teaches the basic ideas and tools required to carry out, follow, and understand research of an academic nature in a business setting. Students will gain understanding of how to develop research questions, decide on appropriate methods, gather and analyze data and report findings. The course has a strong focus on business applications.

Course Learning Objectives (CLOs)

By the end of this course, students will be able to understand the role of research in business decision-making and strategy and to:

- CLO1: Formulate clear research questions and hypotheses based on business problems.
- CLO2: Conduct literature reviews and develop theoretical frameworks.
- CLO3: Design appropriate research studies using quantitative, qualitative, or mixed methods.
- CLO4: Apply sampling techniques, data collection, and analysis methods effectively.
- CLO5: Address ethical issues in business research and ensure research integrity.
- CLO6: Write professional research proposals and reports, and present findings persuasively.

CLO Mapping to CBA Skill Based Competency Goals

CLO	Competency Goals			
	Decision Making	Leadership	Ethical Reasoning	Communication
1	I			
2	R			
3	R			
4	A			

5			I	
6				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.

Prerequisites

- Admission to the MBA program.
- Basic statistics knowledge (e.g., from an introductory statistics course).
- Familiarity with business concepts from core MBA courses.
- Proficiency in tools like Microsoft Office, Google Workspace, and basic data software (e.g., Excel).

Required Material

Textbook: “Research Methodology: Methods and Techniques” by C.R. Kothari

Additional Readings: Articles from journals such as Harvard Business Review, Journal of Business Research, and Academy of Management Journal

Software: Free access to statistical software such as SPSS or equivalent

Other: Access to academic databases (e.g., Scopus, WoS, ProQuest) for literature searches

Course Requirements and Policies

- **Participation and Discussions:** Active engagement in class discussions, peer reviews of presentations, and group contributions.
- **Final Report:** An end-semester report synthesizing the course topics.
- **Final Exam:** A comprehensive long-essay final exam.
- **Attendance and Preparation:** Consistent attendance and completion of weekly readings and preparation materials.
- **Attendance Policy:** Required; more than 2 unexcused absences may affect the participation grade.
- **Academic Integrity:** All work must be original. Plagiarism or unauthorized AI use in content creation will result in a failing grade and referral to university policies.
- **Late Submissions:** Presentations must be delivered on time; late work incurs a 10% penalty per day unless excused.
- **Syllabus Changes:** The syllabus may be updated; changes will be announced in class.

Grading

Grades will be based on the following components:

Weight	Description
10%	Attendance and Preparation
15%	Participation and Discussions
35%	Final Report

40%	Final Exam
100%	TOTAL

Grade Distribution

Grade	Range
A	95–100%
A-	90–94%
B+	87–89%
B	84–86%
B-	80–83%
C+	77–79%
C	74–76%
C-	70–73%
D+	66–69%
D	60–65%
F	< 60%

Course Outline

The course spans 14 weeks, focusing on building foundational research skills progressively. Each week includes lectures, discussions, and activities/assignments.

Week	Topic / Chapter	Learning Outcomes
1	An Introduction	Explain meaning of research; Differentiate applied vs. fundamental research; Identify importance in business.
2–3	Defining the Research Problem	Formulate research problems; Clarify objectives; Define scope.
4–5	Literature Review Basics	Understand literature review purpose, structure, and process.
6	Research Design	Understand exploratory, descriptive, and experimental designs; Select suitable design.
7	Sampling Design	Learn probability vs. non-probability sampling; Calculate sample size.
8	Measurement and Scaling Techniques	Understand scales (nominal, ordinal, interval, ratio); Apply reliability and validity.
9	Data Collection	Differentiate primary vs. secondary data; Understand observation, interview, and questionnaire methods.
10–11	Processing and Analysis of Data	Data editing, coding, classification, tabulation; Introduction to statistical analysis.
12	Interpretation and Presentation	Interpret statistical results; Present research findings.
13–14	Report Writing	Write a complete, well-structured research report.

Master of Business Administration (MBA) Competency Goals:

Decision-Making Skills: Our students will demonstrate advanced data-driven decision-making skills and supported by advanced analytical skills:

Student Learning Objectives:

- 2.1. Apply advanced quantitative and qualitative methods to solve business problems.
- 2.2. Recognize the implications of business decisions, evaluate different proposals based on available facts, and make well-supported business decisions.

Leadership Skills: Our students will demonstrate the ability to incorporate appropriate leadership styles in pursuit of strategic goals.

1. Student Learning Objectives:

- 3.1. Analyze different leadership styles and assess the effectiveness of other leaders.
- 3.2. Demonstrate knowledge of relevant leadership situational factors.

Ethical Reasoning Skills: Our students will be ethically conscious business leaders.

Student Learning Objectives:

1. Evaluate business decisions within an ethical framework.

Communication Skills: Our students will demonstrate advanced communication skills in a variety of business settings.

Student Learning Objectives:

- 5.1. Deliver clear, concise, and persuasive presentations.
- 5.2 Write clear, concise, and persuasive business documents.