

# [A-3] COURSE SYLLABUS

## 1. COURSE DESCRIPTION (Approximately 100 words)

This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. In this process, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. They will develop critical core competencies and skills required to carry out such an enquiry

## 2. COURSE GOALS AND OBJECTIVES (Approximately 100 words)

On Completion of this module, the learner will be able to

1. Demonstrate an understanding of the role of business research in decision-making.
2. Demonstrate an understanding of each of the steps in the research process and the terms and concepts used in business research.
3. Apply basic research methodologies and demonstrate an understanding of their design, applications and limitations.
4. Develop and conduct a significant business research study at an individual or group level (e.g. Group Research Project).

## 3. TEXTBOOK (Title, Author, Publisher, Year of Publication, etc.)

Biznes Tadqiqot Usullari (J. Jalolov, 2008, TDIU)

## 4. REFERENCE

1. Business Methods for Business Students (Saunders M., Lewis P. et. al. 2007);
2. Business Research Methods (Dr. Sue Greener 2008, Ventus Publishing)

## 5. COURSE REQUIREMENTS AND GRADES

Group assignment - 40%, Individual assignment - 60%

## 6. COURSE CALENDAR

Week	Main Content
1	Introduction
2	Putting the problem into context
3	Choosing research strategies
4	Ethics in business research
5	Choosing samples
6	Quantitative research methods
7	Questionnaire design
8	Secondary data
9	Qualitative research methods
10	Practical issues in data collecting
11	Forecasting trends
12	Reporting
13	-
14	-