



King Saud University
College of Business Administration
MBA Program

Research Project
BUS 598

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Course Description:

This course intends to help students gain an understanding of the nature of business research and to determine when research should be used to aid decision making. The student will learn various concepts and techniques of sampling, collection, analysis, and interpretation of data from surveys, experiments, and observational studies. This course emphasizes, through experiential learning, the development of students' abilities to evaluate, use, and present research findings.

Course Objectives:

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to research. This course is very applied in nature. This course aims to do the following:

1. Students will demonstrate the ability to use appropriate secondary data to solve business problems.
2. Students will develop a research plan including a problem statement, hypotheses, related literature, and methodology.

3. Students will understand the scientific method of research and be able to differentiate between descriptive, historical, correlational, and experimental research methods.

Course Learning Outcomes (CLO)

Upon Completion of the course the students will be able to:

1. Knowledge

- 1.1 Explain the framework of Business Research.
- 1.2 Recall the basic concepts of Business Research.
- 1.3 Write marketing problem into a feasible research question.
- 1.4 Tell the differences/ similarities between different data types.

2. Cognitive Skills

- 2.1 Investigate business research gaps in their city of any industry of their choice.
- 2.2 Develop information relevant to a particular business issue faced by a company
- 2.3 Develop logical and reasoning skills

3. Interpersonal Skills & Responsibility

- 3.1 Demonstrate their contribution in meaningful dialogue and acceptance of others' opinions.

4. Communication, Information Technology, Numerical

- 4.1 Demonstrate reading and searching skills
- 4.2 Demonstrate an increased communication and coordination skills among team members

Class Policies

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
3. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
4. Actively participate in lectures and assignment as much of the learning will come from discussions during class.
5. Important class announcements may be communicated by e-mail. **You** are responsible for checking your e-mail account regularly.
6. Do not come late for class.
7. Switch off your cell phone during class.
8. Do not talk while fellow students are presenting or asking questions.
9. Respect everyone's opinion.
10. There are no provisions for make-up exams or extra credit.

Required Textbook

Business Research Methods. Zikmund, Babin, Carr, & Griffin, 9th edition, 2013.

Additional Readings

1. Marketing Research 5e – 2013, Naresh K.Malhotra / Prentice Hall
2. Essentials of Marketing Research, 9e – 2007, Zikmund, W. G. & Babin, B. J. / South-Western: Cengage Learning.
3. A collection of Articles related to business

Course Evaluation

Students will be evaluated according to the following:

Midterm exam	Articles Critique Two Articles	Research Paper
30%	10%	60%

Assignments

Objectives for Assignments

An underlying assumption of the Research Project course is that students learn best and retain more when they actively apply and work with the concepts presented in the course materials rather than simply read about them or hear the professor talk about the ideas. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. In general, each of the assignments will be graded according to the following criteria:

1. Evidence of understanding and ability to apply course concepts
2. Quality (depth, creativity, clarity) of analysis and expression.
3. Writing style, you will not receive extra credit for proper spelling, grammar, punctuation, etc., but will receive a poor evaluation of the assignment if these areas are found to be lacking.
4. The submission due dates.

Assignments

The purpose of these assignments is to understand and evaluate the individual skills and level of understanding of the course concepts for each student.

1- In-class Participations

Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your

success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to “make up” missed in-class learning opportunities

2- Article Critique

Each student should prepare articles related to any subject in the course and presented with criticism according to the criteria which will be provided in the class. "The articles will be decided later."

3- Project: Research Paper

The project of this course focuses on preparing research paper to analyze a business problem as follow:

- 1. Research Idea:** Submit an idea for a research study based on a business problem. Explain your overall idea for the study. What is the problem? Why is researching and solving this problem important? Identify two questions that you want answered about this idea. The paper must follow APA format. More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.
- 2. Literature Review:** Prepare and submit a relevant literature review to allow your reader some insight into the background of your topic. This paper must follow APA format and be approximately 4 pages double-spaced. The title page, abstract, and reference list is not counted in the page limit. You need to have at least 4 references to empirically-based studies in your paper from peer-reviewed journals. More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.
- 3. Measurements:** students must submit the appropriate scales for their research variables. Please refer to the schedule of activities for the approximate due date.
- 4. Data Collection:** the students need to collect the needed data for their research papers. Please refer to the schedule of activities for the approximate due date.
- 5. Data Analysis:** the students need to analyze the collected data and provide their results in the due date. Please refer to the schedule of activities for the approximate due date.
- 6. Submit the full research paper:** after analyzing the data students must complete their papers and submit it at the due date. Please refer to the schedule of activities for the approximate due date.

Research Paper: the Schedule of Activities and Due Dates

No.	Tasks	Due date	Grades 60/60
1	Research Problem Approval	13/1/1439—3/10/2017	10
2	Research Problem with objectives and Hypotheses	20/1/1439—10/10/2017	5
3	Research Design and Data collection Methodology	27/1/1439—17/10/2017	10
4	Questionnaire (measurement instrument)	11/2/1439 —31/11/2017	5
5	Literature Review	25/2/1439—14/11/2017	10
6	Data Collection	17/3/1439—5/12/2017	5
7	Data Analysis	24/3/1439—12/12/2017	10
8	Final Paper submission	8/4/1439—26/12/2017	5

Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your project, your **consistency**, **the depth of knowledge** about research problem, **the level** of detail provided, the **quality of the writing**, and the **presentation**. You may put the blueprint in an appendix as well as any other related materials that help support the decision made in the report. There is no limit to the number of pages included in the appendices.

Writing Guides

The writing styles is Times New Roman with font 12 for the text and 14 for the titles, the space between lines should be 1.5

Academic Integrity: Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citation, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

All students are required to present their assignments

Content outline

In the Research Project course there are essential topics that should be covered; these topics are listed in the table below.

Week	Chapter	Topic
1	Introduction	
2	Chapter 1	The Role of Business Research
3	Chapter 3	Theory Building
4	Chapter 4	The Business Research Process: An Overview
5	Chapter 6	Problem Definition: The Foundation of Business Research
6	Chapter 7	Qualitative Research Tools
7	Chapter 8	Secondary Data Research in a Digital Age
8	Chapter 9	Survey Research: An Overview
9	First Semester Break	
10	Chapter 10	Survey Research: Communicating with Respondents
11	Mid Term Exam 21/11/2017 – 3/3/1439 H	
12	Chapter 11	Observation Methods
13	Chapter 12	Experimental Research
14	Chapter 13	Measurement and Scaling Concepts
15	Chapter 15	Questionnaire Design
16	Chapter 16	Sampling Designs and Sampling Procedures
17	Feedback and Course Wrap-up Group Project Presentations	

Good Luck

**Scoring Rubric for Final Report Oral Presentation
(Individual Assessment)**

Student Name:

Student ID:

PRESENCE	5	4	3	2	1	0
-body language & eye contact						
-contact with the public						
-poise						
-physical organization						
LANGUAGE SKILLS	5	4	3	2	1	0
-correct usage						
-appropriate vocabulary and grammar						
-understandable (rhythm, intonation, accent)						
-spoken loud enough to hear easily						
ORGANIZATION	5	4	3	2	1	0
-clear objectives						
-logical structure						
-signposting						
MASTERY OF THE SUBJECT	5	4	3	2	1	0
-pertinence						
-depth of commentary						
-spoken, not read						
-able to answer questions						
VISUAL AIDS	5	4	3	2	1	0
-transparencies, slides						
-handouts						
-audio, video, etc.						
OVERALL IMPRESSION	5	4	3	2	1	0
-very interesting / very boring						
-pleasant / unpleasant to listen to						
-very good / poor communication						

TOTAL SCORE _____