

American University of Central Asia
Course Information
School of Entrepreneurship and Business Administration
Fall 2017

Course Title:	Business Research Methods
Course Code:	BUS 390.1
Course Coordinator:	Assist. Prof. Dr. Urmat Ryskulov
Course Duration:	16 weeks
No. of Credit Units:	6
Class meeting:	Room220
Mode:	On Campus
Contact:	Ryskulov_u@auca.kg
Appointments/Hours	Monday/Wednesday 8:00-9:15

Subject Pre-Requisites (If any):

1. Abstract:

Research Methods course will enable students to acquire necessary knowledge on how to conduct research. This course will enhance students understanding of research language, the ethics, and methods used to write term papers, theses or articles. The course will provide a clear understanding on different research strategies, how to conduct a literature review, how to analyze and how to collect and work with data in their research.

2. Course Aims:

The goal of Research Methods is to familiarize students with a variety of academic texts and their applications in research papers. This engagement with other sources will be demonstrated through the topic student choose to write about, the sources they consult, the types of quotations they cite, the way they incorporate these quotations into the body of their papers, and the clarity and sophistication of the style and vocabulary they use to get these ideas across to their readers. Academic research writing requires a demonstration of original thought, critical analysis, citation of academic texts, and synthesis on a topic. Students will work on integrating information from other texts into their own research papers in such a way that it reflects their own point of view. Students will also become familiar with different methods of citation, quotation and analysis, which back up a statement or claim.

This course aims to provide necessary knowledge to formulate research topics, to construct research questions, objectives, to design and to analyze data necessary for their research.

3. Learning Outcomes:

- Students develop research skills in finding, reading, and evaluating academic journal articles and other sources, taking notes, and summarizing or paraphrasing ideas.
- Students practice writing research proposals.
- Students develop citation techniques.

- Students will learn how to formulate the research topics.
- Students will learn how to construct research questions, objectives and hypotheses.
- Students will learn how to collect data and how to code data in their research.
- Students learn some statistical analysis and techniques.

4. Assessment Tasks/Activities

The course activities provided based on scheduled content, and are supported by relevant materials which are obligatory for all students to read and be ready to discuss throughout the class.

The assessment of the course based on:

Research Paper 90%

Topic formulation and defining the Problem Statement 10%

Constructing Research Questions and Objectives 10%

Constructing Hypotheses 10%

Research Design 20%

Research Methodology 20%

Originality and Plagiarism 20%

Attendance and Class Participation 10%

5. Course Policies:

Course instructor reserves the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.

6. Submission of Assignments:

Written assignments are to be completed in APA style Format in class on the date they are due. The research paper should be 15 pages from introduction to conclusion. Late submission will account for 20 percent less than achieved grade.

The research papers should be submitted on December 6, 2017, 08:00AM - 09:15AM one week prior to the end of semester both in hardcopy and electronic version.

7. Academic Integrity

- I. The use of cell phones (talking, texting, etc.) during class is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*
- II. The use of any other electronic devices (SUCH AS LAPTOP, IPADS) during class for any purpose not related to the furtherance of the class objectives is strictly prohibited. Students violating this policy will be given one (1) warning. A second violation of this policy will result in the student being counted absent for the class.*
- III. Students are expected to follow the AUCA ACADEMIC HONESTY code. All types of plagiarism are strictly prohibited. If a student fails to observe this requirement, the instructor may assign an "F" for the work or an "F" for the whole class, depending on the*

type of assignment and relevant circumstances. Students are expected to read and follow the section on the Student Academic Dishonesty of the AUCA Code of Student Rights, Responsibilities and Conduct.

- IV. *You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from such students. However, this permissible cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e-mail, an e-mail attachment file, a diskette, or a hard copy.*
- V. *Inconsistent attendance will be penalized; if you are missing approximately 30% of class (5 out of 16 weeks schedule) students will be deducted 2 marks from their attendance; and that will gradually increase on a sliding scale; class attendance must be signed off only at the end of class;*

In case of absence due to health conditions students have to present medical certificate and provide authentication from Auca medical office.

8. GRADING CRITERIA [YOU CAN KEEP IT THE WAY IT IS AS THIS IS WHAT AUCA PRACTISES]

A 100-93%	B- 82-80%	D+ 69-67%
A- 92-90%	C+ 79-77%	D 66-61%
B+ 89-87%	C 76-73%	D- 62-60%
B 86-83%	C- 72-70%	Failing Grade: below 60%

9. Explanation of Grades Obtained [THIS IS GOOD TO HAVE AS IT CLEARLY PROVIDES SOME SHIELD AGAINST STUDENT ARGUING ABOUT MARKS]

A	Student demonstrates exceptional understanding and able to critique existing literature and shows good abilities to derive policy implications; Performs well in every aspect of class participation and submits final paper of Journal quality.
B	Ability to think conceptually and to perform in class participations, and in final paper. Student is able to form plausible arguments and provides reasonable conclusions.
C	Marginal ability to analyze material presented in lectures and readings. While the student has attended class and involved in discussions, performance is merely class average.
D	Limited ability to analyze material presented in lectures and readings. While the student has attended class and involved in discussions, performance has been below class average.
F	Poor learning or lack of effort, the student has failed to demonstrate even a minimal capacity to analyze concepts and theories. Misses most classes and performed very poorly in, or even failed to participate in class discussions. The final paper, if submitted, has been of a poor standard or plagiarized.

10. Tentative Course Schedule: *May change to accommodate guest presenters & student needs*

Topics	Readings to be discussed	Homework Assignment	Other
September 4, 6 Syllabus Review, Introduction to Research, using Microsoft Word	Chapter 1: The nature of Business Research		
September 11, 13 Choosing Topics for Research	Chapter 2: Formulating and clarifying the research topic.		
September 18, 20 How to Conduct literature Review	Chapter 3: Putting the problem into context: Identifying and critically reviewing relevant literature.		
September 25, 27 Understanding research philosophies and approaches	Chapter 4: Research Approaches and Research Strategy		
October 2, 4 Research Ethics	Chapter 5: Ethics in Research		
October 9, 11 Target Group in Research	Chapter 6: Formulating the research design		
October 16, 18 Data types in Research	Chapter 7: Using secondary data.		
October 23, 25 Data types in Research	Chapter 8, 9, 10: Primary data collecting.		
October 30, November 1 Quantitative Research and Analyses	Chapter 11: Quantitative Research Methods: Collecting and analyzing quantitative data.		
November 6, 8 Qualitative Research and Analyses	Chapter 12: Qualitative Research Methods: Collecting and analyzing quantitative data.		
November 13, 15 Using SPSS and Analyses	Chapter 13: Writing your project report		
November 20, 22 Using SPSS and Analyses	Analyses and Examples		
November 27, 29 Using SPSS and Analyses	Analyses and Examples		
December 4, 6 Presentations and Wrap-up	Analyses and Examples		
December 11, 13 Review	Review		

11: Readings

All students required to read respective chapters before coming to class.

1. Saunders, M. N., Lewis, P., & Thornhill, A. (2000). *Research Methods for Business Students* (2 ed.). London: Pitman Publishing.

12. Online Resources:

For those who are interested to learn basics of SPSS see below link. In this link you will find variety of data types and different analyses including video tutorials as well. Starting from week 12 within the framework of course content some examples will be chosen from this site depending on student's research interests.

Note: this site is property of Central Michigan University which provides online SPSS training workshop.

Link for the Online SPSS Training Workshop: <http://calcnet.mth.cmich.edu/org/spss/toc.htm>