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| **Course Title** | Applied Research in Business | | | | | | |
| **Course Code** | TMBA - 180 | | | | | | |
| **Course Type** | This course is a Requirement | | | | | | |
| **Level** | Master (2nd Cycle) | | | | | | |
| **Year/Semester** | Year 1, A’ or B’ Semester | | | | | | |
| **Teacher’s Name** | Dr Adamantini Peratikou | | | | | | |
| **ECTS** | 6 | **Lectures/weeks** | 3 | | **Laboratories/weeks** | |  |
| **Course Purpose and Objectives** | **Course Purpose:**  The module aims to develop students’ abilities to formulate researchable questions and hypotheses appropriate for post-graduate studies in the area of Business (finance, organizational behavior, etc.). It will provide students with the skills to apply a variety of methods and techniques to scientifically research these problems and to understand issues such as the relationship between qualitative and quantitative methods and the importance of research ethics.  **Objectives:**  Upon successful completion of the course students will:   * Apply a variety of methods and techniques to scientifically research business topics; * Understand the relationship between qualitative and quantitative methods; * Comprehend internal and external validity for the purposes of an original research project. | | | | | | |
| **Learning Outcomes** | Upon completion of this course students will be able to:   * Demonstrate an informed understanding of the roles and purposes of different types of organisational enquiry; * Demonstrate the ability to evaluate, select and pursue different enquiry approaches, methods and methodologies; * Demonstrate an understanding of ethics in the enquiry process; * Understand, select and apply different methods of enquiry relative to context; * Be familiar with and able to use relevant business and organizational databases; * Interpret and evaluate published Management, Accounting, Economics and Finance research and other evidence; * Develop core skills in working accurately and creatively with qualitative and quantitative data; * Critically reflect on the quality of their work. | | | | | | |
| **Prerequisites** | None | | | **Required** | | MBA | |
| **Course Content** | * The Nature of Research in Business and Management. * The Topic of Research. * Literature Review. * The Philosophical Foundations of Research. * Research Design. * Research Ethics. * Sampling Techniques. * Primary Data and Interviews. * Primary Data and Questionnaires. * Quantitative Data Analysis. * Qualitative Data Analysis. * Writing a Project Report. * Practical Session: Statistical Package of Social Science (SPSS). | | | | | | |
| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case-studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching-mentoring, project-based learning method, work-based learning method, presentations by visitors etc. | | | | | | |
| **Mode of delivery** | Face to face and digital learning (hybrid model) | | | | | | |
| **Bibliography** | **Required** | | | | | | |
| Saunders, M., Lewis, P., and Thornhill, A. (2019) Research Methods for Business Students*;* 8th Edition; Harlow: Pearson; ISBN-13: 978-1292208787.  Yin. R. (2018) Case Study Research and Applications: Design and Methods (Applied Social Research Methods);SAGE Publications, Inc; 6th Edition; ISBN-10: 1506336167 | | | | | | |
| **Recommended** | | | | | | |
| Creswell, W. J., and Creswell, D. J. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications, Inc; 5th Edition; ISBN-10: 1506386768.  Bell, E., Bryman, A. and Harley, B. (2018). Business Research Methods. OUP Oxford; 5th Edition; ISBN-10: 0198809875.  Edlund, E. J., and Nichols, L., A. (2019). Advanced Research Methods for the Social and Behavioral Sciences. Cambridge University Press; ISBN-10: 1108441912.  Dawson, C. (2019). Introduction to Research Methods 5th Edition: A Practical Guide for Anyone Undertaking a Research Project. Robinson; ISBN-10: 1408711052  Bryman, A. and Buchanan, D. (2011) (eds.). The Sage Handbook of Organizational Research Methods. London: Sage. ISBN-13: 978-1446200643.  Bryman, A. and Bell E. (2015) Business Research Methods; 4th Edition; Oxford: Oxford; ISBN-13: 978-0199583409.  Flick, U. (2013) Introducing Research Methodology: A Beginner’s Guide to Doing a Research Project. London: Sage; ISBN-13: 978-1446294246. | | | | | | |
| **Assessment** | The following assessment methods are employed to assess this course:   |  |  | | --- | --- | | 30 – 50 % | Final Exam | | 20 – 40 % | Mid –Term / Tests / Quizzes | | 10 – 30 % | Assignments / Projects | | 0 – 10 % | Class Attendance & Participation | | | | | | | |
| **Language** | English | | | | | | |