COURSE FILE SUMMARY

COURSE INFORMATION

College / Institute / Center	Management & Technology	Department	Marketing & International Business
Programme Title	Bachelor of Business Administration	Programme Code	
	Research methodology	Course Code	AE 222

# Hours	--------2--------------	--------2----------	---------3-----------
	Lecture	Lab / Tutorial	Credit

Pre Requisites :   Principles of Management 2 (EA121)
                                Statistics(EA213)

COURSE DESCRIPTION

This course will present the basic methods in making researches in a way to help students to know the information about the nature of researchers, the scope of the research in business administration, how to design research, how to collect, summarize, and analyze data and write a final report.

COURSE OBJECTIVES

- Describe the nature of research and how to choose your project data

- Explain the process of designing research

- Explain the sample concept and how to collect data from the field

- Evaluate the student skills to do their own research with real sample

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	PH. D In Marketing	Interpersonal Computer	1
Tutorials	-AB fo rolehcaB gnitekraM rojaM	Interpersonal Computer	1/2
Laboratories / Workshops			

#	Lecture Week	Hrs	Description
1	1st.	2	Introduction to research
2	2nd.	2	Introduction to research (continued)
3	3rd.	2	Scientific investigation
4	4th.	2	The research process: Steps 1 to 3. The broad problem area, preliminary data gathering, problem definition
5	5th	2	The research process: Steps 1 to 3. The broad problem area, preliminary data gathering, problem definition
6	6th	2	The research process: steps 4 to 5. Theoretical framework, hypothesis development
7	7th	2	7th week exam
8	8th.	2	The research process: step 6. Elements of research design
9	9th.	2	Experimental design
10	10th.	2	Measurements of variables: operational definition and scales
11	11th.	2	Measurements: scaling, reliability, vaidity
12	12th.	2	12th week exam
13	13th.	2	Data collection methods
14	14th.	2	Sampling
15	15th.	2	Data analysis(SPSS) and interpretation
16	16th.	2	Final Presentation

Text Books

Code*	Description
	Sekaran, Uma. Research Methods for business, A Skill Building Approach. John Wiley & Sons Fourth edition

Tutorial Schedule

#	Tutorial Week	Hrs	Description
1	2	2	hcraeseR ot noitcudortnI no snoitacilppA
2	3	2	hcraeseR ot noitcudortnI no snoitacilppA
3	4	2	noitagitsevnI cifitneicS no noitacilppA
4	5	2	Research Brainstorming
5	6	2	Applications on The research process: Steps 1 to 3. The broad problem area, preliminary data gathering, problem definition
6	7	2	noisiveR
7	8	2	Applications on The research process Steps 4 to 5. . Theoretical framework, hypothesis development
8	9	2	Applications on The research process Step 6. Elements of research design
9	10	2	Applications on Experimental design
10	11	2	Applications on measurements of variables: operational definitions and scales
11	12	2	noisiveR
12	13	2	Applications on Measurements: Scaling, reliability and validity
13	14	2	Applications on Data collection methods
14	15	2	Applications on Sampling
15	16	2	noisiveR

LABORATORY WORKSHOP SCHEDULE

#	Week	Hrs.	Code	Description
				N/A

COMPUTER USAGE

- Power point presentations
- mis1.aast.edu/moodle

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GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Attendance			
7	30	30								
12	20				20					
1-15	10						10			
16	40			40						

Prepared by:
Designation

Name: Dr. Ayman Metwally

Sign

Date

Approved by:
Designation

Name: Dr. Khaled Hanafy

Sign

Date

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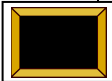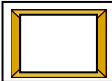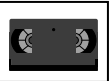
READING MATERIAL

Code*	Description

* TB : Text Book   RB: Reference Book   ST: Standards / Codes   LN: Lecture Notes

SUPPLEMENTARY MATERIAL

Code*	Description
	N/A

*PR: Periodical   SW: Software   VT: Video Tape   OS: Overhead Slide   MD: Model   AC: Audio Cassette

EDUCATIONAL RESOURCES

MPC3/2-1