



SESSION PLAN

Tutorial

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COURSE PARTICULARS	
#: EA 222	Title: Research Methodology

SESSION PARTICULARS		
#: 1	Title: Applications on Introduction to research	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Course orientation
2	Introduction to research
3	Why make a research?
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Prepared by:
 Designation
 Name: Dr. Ayman Metwally
 Sign
 Date

Approved by:
 Designation
 Name: Dr. Khaled Hanafy
 Sign
 Date

Lecture

Source Material

Sekaran, Uma. Research Methods for Business, A skill Building Approach. John Wiley and Sons. Fourth edition

Supplementary Material

Educational Resources

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COURSE PARTICULARS	
#: EA 222	Title: Research Methodology

SESSION PARTICULARS		
#:2	Title: Applications on Introduction to research	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Cases on Applied and Basic Researches
2	Internal versus external researchers(discuss pros and cons)
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#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 3	Title: Applications on Scientific Investigation	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Case on the hallmarks of scientific research
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 4	Title: Research brainstorming	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Groups formation
2	Research topic brainstorming
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College/Institute/Centre: Management and Technology
 Department of: Marketing and International Business

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COURSE PARTICULARS	
#: EA 222	Title: Research Methodology

SESSION PARTICULARS		
#: 5	Title: Application on the research process. Steps 1 to 3	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Examples on Broad problem area
2	Examples on Literature survey+ Importance of literature survey
3	Examples on Problem definition
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COURSE PARTICULARS	
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#: EA 222	Title: Research Methodology
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SESSION PARTICULARS		
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#:6	Title: Revision	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*	
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#	Outcome Description
	Revision questions on Chapters 1, 2 and 4
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COURSE PARTICULARS	
#: EA 222	Title: Research Methodology

SESSION PARTICULARS		
#:7	Title: Application on the research process. Steps 4 to 5	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Cases on how to identify the dependent, independent, moderating and intervening variables
2	Cases on how to design a theoretical framework
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#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 8	Title: Applications on the research process. Step 6	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Exam Solving
2	Hypothesis development applied on different research ideas
3	Applying the six elements of "The research design" on each research
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 9	Title: Applications on experimental design	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Examples on difference between The laboratory experiments and field experiments
2	How to Manipulate independent variables
3	Define Validity(internal and external)
4	Examples on Field experiment and simulation
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#:11	Title: Revision	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Revision questions on chapters 5, 6. 7 and 8
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 12	Title: Measurement Scaling, reliability and validity	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Cases on scales formation
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#: EA 222	Title: Research Methodology

SESSION PARTICULARS		
#: 13	Title: Data collection methods	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Primary versus secondary collection methods
2	Discussing various data collection methods (interviews, questionnaires and other methods)
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 14	Title: Sampling	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Examples on the differences between Population, elements, population frame, sample, subject, sampling
2	Reasons for sampling
3	Discussing different sampling types
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COURSE PARTICULARS

#: EA 222	Title: Research Methodology
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SESSION PARTICULARS

#: 15	Title: Data analysis(SPSS) and interpretation	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Lab Application
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