

Course Title	Business Research Methods for Managers			
Course Code	MBA 650			
Course Type	Compulsory			
Level	MASTER			
Year / Semester	Year 1 / Semester 2			
Teacher's Name	ROMANA NOVAKOVIC			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>MBA 650 is a compulsory course intended for students taking master program, designed to provide students with the knowledge and skills to identify, evaluate and apply evidence to business and management practice. The course presents a basis for students to engage with both quantitative and qualitative research approaches and supports the ability to begin to engage critically with specific research techniques. This synthesis of both quantitative and qualitative evidence is crucial in preparing students to become effective managers, able to create and apply evidence-based business. It enables students to be critical consumers of research and have appropriate knowledge to apply research evidence to their own professional practice.</p>			
Learning Outcomes	<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • formulate a problem statement and translate this problem into relevant research questions; • find the appropriate (scientific) literature independently; • learn about the different aspects of business research • apply a range of research methods to examine a specialist area of research • critically evaluate research across specialist areas of business • apply the knowledge and insights from critical evaluation of evidence to a real-life problems (if applicable); • communicate complex and specialised issues clearly and concisely • gain research methodology skills essential for drafting a research-based essay/ dissertation 			
Prerequisites		Required		
Course Content	<p>Introduction to Research</p> <p>Research Methodology</p> <p>Approaches to Business and Social Science Research Method</p>			

	<p>Research Ethics</p> <p>Primary Data Collection</p> <p>Secondary Data Collection</p> <p>Qualitative Data Analysis</p> <p>Quantitative Data Analysis</p> <p>Literature Review and Critical Reading</p> <p>Reporting Research Results</p>								
Teaching Methodology	<ul style="list-style-type: none"> • Knowledge acquisition from lectures and course slides • Problem-based-learning and case studies for group discussions • Formative Assignment(s) for revision • PPT Presentation(s) for group discussions 								
Bibliography	<p>Essential Reading:</p> <ol style="list-style-type: none"> 1. Adams, J, Khan, HTA, & Raeside, R. (2013). Research Methods for Business and Social Science Students, SAGE Publications, New Delhi. 2. Greener, S. & Martelli, J. (2018). An introduction to business research methods. Bookboon. <p>Recommended Reading:</p> <ol style="list-style-type: none"> 1. Krishnaswami, O, & Satyaprasad, B. (2010). Business Research Methods, Himalaya Publishing House, Mumbai. 2. Ghauri, P. & Grønhaug, K. (2020) Research Methods in Business Studies. Cambridge University Press. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>30%</td> </tr> <tr> <td>Quizzes and Workshops</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	30%	Quizzes and Workshops	20%	Final Exam	40%
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Language	English								