

Course Title	BUSINESS RESEARCH METHODS FOR REAL ESTATE				
Course Code	MRED 525				
Course Type	ELECTIVE				
Level	MASTER				
Year / Semester	YEAR 1/SEMESTER 3 OR 4				
Teacher’s Name	CHRISTAKIS CHARALAMBOUS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	MRED 525 is an elective course intended for students pursuing the master degree in real estate development. It is designed to provide students with the knowledge and skills to identify, evaluate and apply evidence to the business and management of the real estate 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.				
Learning Outcomes	<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none">• formulate a problem statement in real estate and translate this problem into relevant research questions;• find the appropriate (scientific/professional) 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 real estate• apply the knowledge and insights from critical evaluation of evidence to a real-life problems (if applicable); <p>communicate complex and specialised issues clearly and concisely gain research methodology skills essential for drafting a research-based essay/dissertation</p>				
Prerequisites		Required			
Course Content	<ul style="list-style-type: none">• Introduction to Research• Research Methodology• Approaches to Business and Social Science Research Method• Research Ethics• Primary Data Collection• Secondary Data Collection• Qualitative Data Analysis• Quantitative Data Analysis• Literature Review and Critical Reading				

	Reporting Research Results								
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	<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. 3. John W. Creswell, Qualitative Inquiry and Research Design: Choosing Among Five Approaches (Sage Publications, 2012). Bell, R. and Bell, M.P. Real Estate Research Methods. The Appraisal Journal, pp. 310-318, 2015.								
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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