Course Name (English)	BUSINESS ECONOMICS RESEARCH 1　APPROVED
Course Code	BER747

MQF Credit	3

Course Description	This is the first part of a two-semester course. It is primarily concerned with the approaches to research methods and to distinguish between applied and basic research. It will also provide a systematic method of gathering information, data collection and analysis for both quantitative and qualitative research. Ethical issues associated with the conduct of social science research would also be highlighted.

Transferable Skills	the difference between applied and basic research. apply systematic and different method of gathering information and data collection. plan, conduct, manage the research

Teaching Methodologies	Lectures, Presentation, Journal/Article Critique

CLO		
	CLO1	To distinguish the difference between applied and basic research. (LO2 / C4, A3)
	CLO2	To apply systematic and different method of gathering information and data collection. (LO3 / C3, A4)
	CLO3	To plan, conduct, manage the research proposal.(LO4 / A5)

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to research 1.1) n/a
2. Strategies in post-graduate research 2.1) n/a
3. Ethical issues in research 3.1) n/a
4. Rights and obligations of concerned parts 4.1) n/a
5. Information retrieval 5.1) n/a
6. Mid Semester 6.1) n/a
7. Test 1 7.1) n/a
8. Secondary data - advantages and disadvantages 8.1) n/a
9. Strategies for data collection 9.1) n/a
10. Sampling strategies and techniques 10.1) n/a
11. Quantitative research 11.1) n/a

12. Qualitative research 12.1) n/a
13. Proposal writing 13.1) n/a
14. Study week 14.1) n/a
15. Final exam 15.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Journal critique	10%	CLO1
	Final Test	Test	30%	CLO2
	Presentation	Proposal presentation	10%	CLO3
	Written Report	Write-up of proposal	50%	CLO3

Reading List	Recommended Text	Pallant, J. 2013, *SPSS: Survival Manual*, (5th Edition) Ed., Mc-Graw Hill
	Reference Book Resources	Zikmund, W.G.Babin B.J., Carr, J.C. & Griffin, M. 2013, *Business Research Methods*, (9th International Editions) Ed., South-Western, Cengage Learning New York
		Gujarati, N.& Porter D.C. 2009, *Basic Econometrics*, (5th International Editions) Ed., Mc Graw Hill
		Sekaran, U& Bougie, R. 2013, *Research Methods for Business - A Skill Building Approach*, (12th Edition) Ed., Wiley. New York
		Cooper, D.R. & Schindler, P.S. 2014, *Business Research Methods*, (12th Edition) Ed., Mc Graw-Hill Irwin
		Wooldridge, J.M. 2009, *Introductory Econometrics: A Modern Approach*, (4th Edition) Ed., South-Western, Cengage Learning
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	