



## College of Business Administration

### BBA 4720 Business Research Methods Syllabus

**SEPTEMBER 2025**

## BBA 4720 Business Research Methods

- Course Name: BBA 4720 Business Research Methods**
- Credit Hours (Lecture-Practical-Credits): Three (3-0-3)**
- Prerequisites and/or Co-Requisites:**  
Prerequisite: **BBA-1210 Business Statistics**  
Co-requisites:  
Equivalent Course:
- Semester: First (Fall) Semester, Academic Year: 2025-2026**
- Name and Contact Information of faculty:**

- Faculty Name: Dr. Liza Macasukit Gernal
- Office:
- Email: l.gernal@uof.ac.ae
- Phone:
- Office Hours:

- Course Description (Catalog Description):**

The course introduces research methods in social sciences in general and business administration in particular. It equips the students with essential research techniques. Use research techniques in marketing research, feasibility studies, project planning and graduation project. It covers a range of topics, including in particular, research design, sampling theory, data collection tools, questionnaire development and program evaluation methodology. It also covers data analysis methods involving both exploratory and hypotheses testing techniques.

- Course Learning Outcomes (CLOs):**

*Upon completion of the course, the student will be able to:*

Course Learning Outcomes	*Bloom's Taxonomy	**QFE Alignment	***Linkage and Contribution of CLOs to PLOs	
			Linkage	Extent of Contribution
1. <b>Apply</b> basic business and management research methods.	3	K, S	PLO1	M
2. <b>Review</b> the research literature to determine the research gaps.	5	S, R	PLO3	H
3. <b>Evaluate</b> appropriate research design and methods.	5	R	PLO4	H
4. <b>Prepare</b> research reports for decision-making.	5	S	PLO5	H
5. <b>Construct</b> arguments for management planning and decision-making.	5	S	PLO6	H

**LEGEND:**

- \*Bloom's Taxonomy = Remember (1); Understand (2); Apply (3); Analyze (4); Evaluate (5); Create (6); Affective Domain (AD); Psychomotor Domain (PD).
- \*\*QFE Alignment 2024 = Knowledge (K); Skills (S); Responsibility (R)—Professional behavior, responsibility, and independence.
- \*\*\*Linkage and Contributions of CLOs to PLOs = High (H); Medium (M); Low (L).

## 8. Program Learning Outcomes

**Upon completion of the Program, the students will be able to:**

1. **Demonstrate** broad and coherent interdisciplinary knowledge of business concepts, theories, and principles and their application in organizational contexts.
2. **Utilize** entrepreneurial skills to create innovative solutions in dynamic and complex business environments.
3. **Analyze** varied business situations using a range of skills, including quantitative approaches, information technology, verbal and written communication, and presentation skills.
4. **Synthesize** relevant business and interdisciplinary theories, principles, and practices to critically evaluate and develop solutions for business problems in local and global contexts.
5. **Develop** business management and teamwork capacities to demonstrate the ability to comprehend the challenges of a multi-cultural environment.
6. **Integrate** a high degree of professionalism in evaluating social and ethical responsibility issues relevant to business and personal development.

## 9. Professional Certification Qualification (PCQ) Mapping

Applicability of PCQ	Name of PCQ (if Applicable)	Mapping of PCQ to CLO (Refer to the CLOs in item 7)
Applicable		
<input checked="" type="checkbox"/> Not applicable		

## 10. Schedule of Delivery of Course Topics, Contents, and Assessments

Week	Lecture Topics and Contents	Chapters	Teaching and Learning Methodologies (if required, include laboratory, studio, external visit, and other non-lecture sessions)	Methods of Assessment, Out of Class Assignments, and Due Dates
1	Covered three topics  Research, reflective diaries and purpose of this book  Generating a research idea developing your research proposal  Understanding research philosophy and approaches to theory development	1	Review chapter 1, 2, and 4 from textbook	
2	Critically reviewing the literature  Formulating the research design	2	Review chapter 3, and 5 from textbook	
3	Negotiating access and research ethics and  Selecting samples	3	Review chapter 6, and 7 from textbook	
4	Obtaining and evaluating secondary data	4	Review chapter 8, and 9 from textbook	

	Collecting primary data using observation			
5	Collecting primary data using interviews and diaries, and Collecting primary data using questionnaire	5	Review chapter 10, and 11 from textbook	
6	Analysing data quantitatively Analysing data qualitatively	6	Review chapter 12, and 13 from textbook	
7	Writing and presenting the project report and Review for the final exam	7	Review chapter 14	
8	Midterm			
9	Academic Writing			
10	Academic Writing			
11	Academic Writing			
12	Academic Writing			
13	Viva Voce			
14	Academic Writing			
15	Final Submission			
16	Final Examination			

#### 11. Assessments Information: Methods and Dates of Examinations and Relative Weights

Assessment Task	Weight (%)	Group/Individual	Due Date of Exams and Assessments
I. Coursework	50		
Individual	20		
1. Assignment 1	25	Group	2 <sup>nd</sup> Week
2. Assignment 2	25	Group	3 <sup>rd</sup> Week
II. Mid-Term:	20	Individual	8 <sup>th</sup> week
III. Final Examination:	30	Individual	16 <sup>th</sup> Week
<b>Total</b>	<b>100</b>		

#### 12. Assessment Instruments and CLO Mapping

CLO	Course Work 50%			Mid-Term (20%)	Final Exam (30%)	Total (100%)
	Assignment 1 (25%)		Assignment 2 (25%)			
1	5	5		8	5	23
2	5	5		8	5	23
3	5	5		4	10	24
4	5	5			10	20
5		5				5
6	5					5
<b>Total</b>	<b>25</b>	<b>25</b>		<b>20</b>	<b>30</b>	<b>100</b>

**13. Course Textbook/s, Recommended Supplemental Materials and Learning Management System**

<b>Description</b>	
<b>● Prescribed Textbook/s</b>	Saunders, M. N. K., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson.
<b>● Recommended Readings (Textbooks/Journals/Articles or from online audio-visual sources)</b>	<ul style="list-style-type: none"><li>- Bell, E., Bryman, A., &amp; Harley, B. (2022). Business research methods. Oxford university press.</li><li>- Easterby-Smith, M., Jaspersen, L. J., Thorpe, R., &amp; Valizade, D. (2021). Management and business research. Sage.</li><li>- Walliman, N. (2021). Research methods: The basics. Routledge.</li><li>- Ghauri, P., Grønhaug, K., &amp; Strange, R. (2020). Research methods in business studies. Cambridge University Press.</li></ul>
<b>● Learning Management System</b>	UOF's Smart Learning System: Moodle