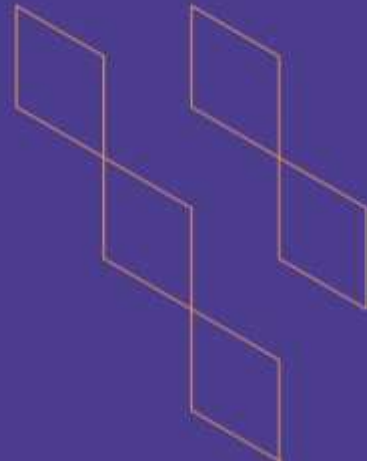




T-104
2022

Course Specification



Course Title:	Business Research Methods
Course Code:	BA2307
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023



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#	Assessment task*	Week Due	Percentage of Assessment
1	Attendance and Participation	Continuous	10%
2	Individual/Group Classwork	Per 2 weeks	5%
3	Quiz	Wk (3 & 7)	5%
4	Homework Assignment and Case Studies.	Wk (2,4,8)	10%
5	Mid-Term Exam	TBA by admission deanship	30%
6	Final Exam	TBA by admission deanship	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)





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A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 6
4. course description	
By the end of the course, the students will better understand :	
<ul style="list-style-type: none"> • fundamental principles of applied research • understand the process of research design • data-collection methods • analysis of quantitative and qualitative data • applications of statistical tools 	
preparing a research proposal	
5. Pre-requirements for this course (if any):	
BA1202	
MTH1521	
ELCE1203	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<p>This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied). They should also learn to use this understanding to develop and use an actionable research proposal. These competencies and skills include: defining research questions; setting appropriate research objectives; study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling and analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts</p>	





1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	32	80%
2.	E-learning	8	20%
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	40
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	40

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify the role of operations management in the overall business strategy of the firm.	K1	Lectures. Videos Class work and in class discussions	1- Short tests and quizzes. 2- Homework. 3- Assignments 4- Exams





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.2	Understand the process of research design	K3	Lectures. Videos Class work and in class discussions	1- Short tests and quizzes. 2- Homework. 3- Assignments 4- Exams
1.3	Knows data-collection methods	K2	Lectures. Videos Class work and in class discussions	1- Short tests and quizzes. 2- Homework. 3- Assignments 4- Exams
2.0	Skills			
2.1	prepare a research proposal	S5	Case studies Homework. Dialogues and discussions. Lectures	1- Short tests and quizzes. 2- Homework. 3- Assignments 4- Exams
2.2	Analyse quantitative and qualitative data	S5	Looking in the internet. Using computers and software's to understand and analyze data and using simulation programs. Fieldwork	1- Short tests and quizzes. 2- Homework. 3- Assignments 4- Exams
2.3	apply statistical tools	S5	Looking in the internet. Using computers and software's to understand and analyze data and using simulation programs.	



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Communicate effectively in oral and written form	V3	Divide students in groups and change the leadership of groups each period	Group Presentation Assess each group achievements

C. Course Content

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignment 1	1	2
2	Quiz 1	2	3
3	Assignment 2	3	2
4	Quiz 2	4	3
5	Mid term	5	25
6	Assignment 3	6	2
7	Quiz 3	7	3
8	Group project submission	8	10
	Group project presentation	9	10
	Final exam	10	40

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)



A. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance and Participation	Continuous	10%
2	Individual/Group Classwork	Per 2 weeks	5%
3	Quiz	Wk (3 & 7)	5%
4	Homework Assignment and Case Studies.	Wk (2,4,8)	10%
5	Mid-Term Exam	TBA by admission deanship	30%
6	Final Exam	TBA by admission deanship	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Research Methods for Business Students, 8th Edition by Mark N.K. Saunders, Philip Lewis, Adrian Thornhill ISBN-13: 978-1292016627 ISBN-10: 1292016620
Supportive References	<ul style="list-style-type: none"> Cases and discussion items provided by the instructor Saudi Digital Library
Electronic Materials	N/A
Other Learning Materials	Students' Handouts if available.



2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders, Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders, Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders, Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders, Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)





G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

