

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
GRADUATE DEPARTMENT**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Research Methodology
Code and Number	:	BADM 5030
Credits	:	3
Academic Term	:	
Professor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Study of the process of research: methodology, techniques, and statistical analysis.
Application of the scientific method in the solution of problems related to organizations.
Prerequisite: BADM 5010 or its equivalent.

III. OBJECTIVES

It is expected that upon completing the course, the student will be able to:

1. Examine the scientific method as a tool to acquire information useful to solve problems affecting businesses.
2. Analyze and select the proper research methodology and terms that best fit the research proposal.
3. Evaluate the adequacy of research processes used to solve selected business' problems.
4. Develop a research proposal that can be applied to problems affecting business enterprises in a global market economy.

5. Apply the basic elements of a research report.

IV. CONTENT

- A. Fundamentals of scientific research.
 1. Key concepts of science: objectives and classification.
 2. General characteristics of research.
 3. Concept of causality.
 4. Scientific model.
 5. The research process.
- B. Research types.
 1. Exploratory, descriptive, correlational, and explanatory.
 2. Quantitative and Qualitative research.
 3. Applied and theoretical research.
- C. The scientific research problem.
 1. Contents.
 2. Questions and hypothesis.
 3. Characteristics of different types of hypothesis.
- D. Theoretical framework and literature review
 1. Functions of the theoretical framework.
 2. Stages in the development of a theoretical framework.
 3. Necessary elements of a literature review.
- E. Research design.
 1. Experimental design.
 2. Non-experimental design.
- F. Sample selection and data collection.
 1. Characteristics and optimal size of a sample.
 2. Data collection in different types of research.
- G. Methods for data analysis.
 1. Statistical elements.
 2. Elements of qualitative analysis.

- H. Preparation of the research report.
1. Formats.
 2. Criteria for writing the report.
 3. Analysis of audience.
 4. Report structure.
 5. Contents and style.

V. LEARNING ACTIVITIES

1. Critical reading and assignments.
2. Discussion Forums and Exam.
3. Applied Reserch

VI. EVALUATION

	Points (total)	Weights (%)
Exam 1	100	15
Exam 2	100	15
Exam 3	100	20
Research	100	25
Final Exam	100	15
Discussion Forums	100	10
Total	600	100

VII. SPECIAL NOTES

- 1) Auxiliary services or special needs

All students who require auxiliary services or special assistance must request these at the beginning of the course or as soon as they learn that they need them, through the proper registry in the Office of Professional Counseling, Dra. María de los Ángeles Cabello, located at the Program of University Orientation (POU), Office 111, Tel. 787-250-1912, ext.2306.

- 2) Honesty, Fraud and Plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student

Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among others sanctions.

3) Use of Electronic Devices

Cellular telephones and any other electronic device that could interrupt the teaching-learning process or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

4) Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator, Mr. Gerardo Rivera Rodríguez, can be reached by phone at 787-250-1912, extension 2262, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. *This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).*

VIII. EDUCATIONAL RESOURCES

Text

Hernández Sampieri, Roberto y Mendoza Torres, Christian P. (2018) *Metodología de la Investigación: Las rutas cuantitativa, cualitativa y mixta*. McGraw Hill.

Supplemental Readings

Krishnaswani, O.R. & B.G. Satyaprasad (2010) *Business Research Methods*. Himalaya Publishing House. Available in Ebrary.

Render, Barry; Stair Jr., Ralph M.; Hanna, Michael E.; Hale, Trevor S. (2015) *Quantitative Analysis for Management*. 12th Edition: Pearson.

Schindler, Pamela (2018) *Business Research Methods*, McGraw-Hill Publishers, 13th edition.

Weathington, B. L.; Cunningham, Christopher & Pittenger, David J. (2012) *Understanding Business Research*. John Wiley & Son Publishers. Available in Ebrary.

Audiovisual & Electronic Sources

Academy of Management, www.aom.org

American Marketing Association, www.ama.org

INFORMS: Institute for Operations Research & Management Science, www.informs.org

Operations Research: Science of Better, www.scienceofbetter.org

Planning Board, www.jp.gobierno.pr

Department of Labor & Human Resources, www.dtrh.gobierno.pr

Malaga University, Economic Studies Center www.eumed.net

Hispanic American Center for Economic Research, www.hacer.org

Latin American Center for Development & an Open Economy, www.cadal.org

Mises Institute, www.mises.org

IX. BIBLIOGRAPHY (SELECTED & CLASSICAL)

Avila Baray, H. L. (2006) *Introducción a la metodología de la investigación*. Available in www.eumed.net/libros/2006c/203/index.htm

Cassell, Catherine; Anna Buehrins; Gillian Symon (2006) *Qualitative Methods in Management Research*. Emerald Group Publishing Ltd. Available in Ebrary.

Ghauri, Pervez & Kjell Gronhaug (2010) *Research Methods in Business Studies*, (4th Edition).

Gill, John, Johnson, Phil & Clark, Murray (2010) *Research Methods for Managers*, Sage Publication Ltd, 4th edition.

Gower, Barry (1996) *Scientific Method: A Historical and Philosophical Introduction*. Routledge. Available in Ebrary.

Grix, Jonathan (2010) *Demystifying Postgraduate Research*. Continuum International Publishing. Available in Ebrary.

Jumah,Ahmad (2006) “Empirical and Realistic Approaches of Research”, *Metro Business Journal*. Vol. 2:1.

Michayluk, David (2007) *Survey Research in Finance*. Emerald Group Publishing Ltd. Available in Ebrary.

Quinton, Sarah & Teresa Smallbone (2006) *Postgraduate Research in Business: A Critical Guide*. Sage Publication. Available in Ebrary and Netlibrary.

Shrader-Frechette, Kristin (1994) *Ethics of Scientific Research*. Rowman & Littlefield Publishers.

Wolf, Joachim & Timo Rosenberg (2012) “How Individual Scholars Can Reduce the Rigor-Relevance Gap in Management Research”, *BuR-Business Research*. Vol. 5, Issue 2 (November).

Rev. 2/2022