

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

This subject is to prepare students embarking on their MAF programme. This course will include:

- a) Personal study programme and advantages of group discussions
- b) Organizing self and planning time
- c) Presentation skills
- d) Research skills and methods
- e) Case study analysis
- f) Reference materials and sources

LEARNING OUTCOMES

- To enable students to develop the knowledge and skills in designing and conducting a business/accounting that can be applied to the pragmatic problems encountered by accounting profession and business organizations.
- To utilise and assess appropriate research methods and strategies for problems solving and policies formulation.
- To be able to commission and execute effective research proposals and ideas for MAF Research Paper.

TOPICS

Topic 1 Introduction to research

- What is research
- Business research
- Types of business research: applied and basic
- Managers and research: internal vs. external consultants/researchers
- Knowledge about research and managerial effectiveness
- Ethics and business research

Topic 2 Scientific investigation

- The hallmarks of scientific research
- Some obstacles to conducting scientific research in the managerial area
- The hypothetical-deductive method
- Other types of research

Topic 3	<p>Technology and business research</p> <ul style="list-style-type: none"> • Information needs of business • Commonly used technologies in business research • Some software used in business research • Observational studies method • Experimental method
Topic 4	<p>The research process: the broad problem areas and defining the problem statement</p> <ul style="list-style-type: none"> • Broad problem area • Preliminary information gathering • Nature of information to be gathered • Literature review • Defining problem statement • The research proposal • Managerial implications • Ethical issues in the preliminary stage of investigation
Topic 5	<p>The research process: theoretical framework and hypothesis</p> <ul style="list-style-type: none"> • The need for a theoretical framework • Types of variables • Theoretical framework: the components • Hypothesis development
Topic 6	<p>The research process: elements of research design</p> <ul style="list-style-type: none"> • The research design • The purpose of the study • Exploratory study • Descriptive study • Hypothesis testing • Case study analysis
Topic 7	<p>Measurement of variables: operational definition</p> <ul style="list-style-type: none"> • How variables are measured • Operationalization of variables • Operational definition dimension and elements • What operationalization is not • Review of operationalization
Topic 8	<p>Measurement: scaling, reliability, validity</p> <ul style="list-style-type: none"> • Rating scales • Ranking scales • Validity • Summary
Topic 9	<p>Data collection methods</p> <ul style="list-style-type: none"> • Sources of data • Primary sources of data

- Secondary sources
- Data collection methods
- Interviewing
- Unstructured and structured
- Interviews
- Questionnaire
- Guidelines for questionnaire
- Principles of measurement
- General appearance or getup of the questionnaire
- Electronic questionnaire and surveys

Topic 10 Sampling

- Population element, population frame, sample, and subject population
- Sampling
- Normality of distributions
- Probability and non-probability sampling
- Sampling in cross-culture research
- Issues of precision and confidence in determining sample size
- Sample data, precision, and confidence in estimation
- Trade-off between confidence and precision
- Sample data and hypothesis testing
- Determining the sample size
- Efficiency in sampling
- Sampling as related to qualitative studies

Topic 11 Quantitative data analysis

- Getting the data ready for analysis
- Getting a feel for the data
- Descriptive statistics: testing of goodness of data, reliability and validity

Topic 12 Quantitative data analysis: hypothesis testing

- Typo 1 and type II errors, and statistical power
- Choosing appropriate statistical technique
- Regressing analysis
- Other multivariate tests and analysis
- Type I errors, and statistical power
- Choosing the appropriate statistical technique
- Testing a hypothesis about a single mean
- Testing hypotheses about two related means
- Testing hypotheses about two unrelated means
- Testing hypotheses about several means
- Regression analysis
 - Standardized regression coefficients
 - Regression with dummy variables
 - Multicollinearity
 - Testing moderation using regression analysis: interaction effects
- Other multivariate tests and analyses

Discriminant analysis

Logistic regression

Conjoint analysis

Two-way ANOVA

MANOVA

Canonical correlation

- Excelsior Enterprises: hypothesis testing

Overall interpretation and recommendations to the president

- Data warehousing, data mining, and operations research
- Some software packages useful for data analysis
- SPSS – Analysis without anguish

Topic 13

Research report

- The written report
- Oral presentation
- Summary
- Accounting, finance and other related fields – terminologies and terms
- Written English – in the context of the professions
- The purpose of the written report
- The audience for the written report
- Characteristics of a well-written report
- Contents of the research report
- Integral parts of the report
 - The title and the title page
 - The executives summary or abstract
 - Table of contents
 - List of tables, figures, and other materials

Consultation

Library research

ASSESSMENT DETAILS

Continuous Assessment	%
Presentation of Short Synthesis Assignment	30
Metacognitive Discussion on Written Assessment work	20
Final Assessment	%
Open Book Exam	20
Written Assessment Report	20
Closed Book Exam	10

PRESCRIBED TEXT

Main:

Sekaran, U and Bougie, R. (2013), Research Methods for Business – A skill Building Approach, 6th edition, John Wiley

Robert Yin, Case Study Research and Applications: Design and Methods, 6th Ed. (2018), SAGE Publications Inc.

John Creswell and David Creswell, Research Design: Qualitative, and Mixed Methods Approaches, 5th Ed. (2018) SAGE Publications

Mark N. Sanders, Philip Lewis and Adrian Thornhill, Research Methods for Business Students, (2015), Pearson Education Limited

Lecture notes

Additional References:

Hair, J.F Jr et al., (2007), Research Methods for Business, John Wiley

Gravetter, F and Forzana, -L-A B. (2009), Research Methods for the Behavioral Sciences, 3ed edition International Student Edition, Wardworth Cengage Learning

Saunders, M., Lewis, P and Thornhill, A., (2007), Research Methods for Business Students, 4th edition, Prentice Hall

Coakes, S.J., Steed, L. and Ong, C, (2010), SPSS Version 17.0 for Window – Analysis without Anguish, John Wiley

Jill Collis and Roger Hussey, Business Research: A Practical Guide for Undergraduate and Postgraduate Students, 4th Ed. (2014) MacMillan Education UK

Uma S. Sekaran, Roger J. Bougie, Research Methods for Business, 7th Ed. (2016), John Wiley & Sons, United States