

Identification	Subject (Code, title, credits)	ECON 305 Qualitative and Quantitative Research Methods – 4KU/8ECTS
	Department	Economics and Management
	Program (Undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall, 2022
	Instructor	Maral Jamalova, Ph.D.
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	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
	Office hours	
Prerequisites	BSA 215 Statistical Methods for Economics and Business	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	Textbooks: <ol style="list-style-type: none"> 1. William Zikmund, Barry Babin, Jon Carr, Mitch Griffin (2013) Business Research Methods, 9th edition, Pearson, ISBN: 978-1-111-82694-9 (PDF) (main) 2. Mark Easterby-Smith, Richard Thorpe, Paul Jackson (2015), Management and Business Research, 5th edition, South-Western, Cengage Learning, ISBN: 978-1-44629-657-8 (PDF) 	
Course Outline	This is an introductory course that illustrates how to conduct research in general and aimed to provide basic information about different aspects of research methodology for future specialists. Students will have the opportunity to understand, discuss, learn and present the results of their surveys/research, and prepare reports. At the end of the course, students will illustrate their knowledge by presenting the results.	
Course Objectives	The course is designed to help students develop their research-related skills (designing, conducting, interpreting, and concluding), and give insight into quantitative and qualitative research techniques. The main focus of the course is to teach students by explaining the basic theoretical background of preparation for research as well as showing how it should be implemented.	
Learning Outcomes	At the end of this course, students will be able to choose correct methodology for answering to defined research questions. Also, they will be aware of main requirements for conducting survey, designing questionnaire, sampling techniques, secondary data research and so on. Also, students learn to examine of the survey progress, the define the problem, select research design, and quantitative/qualitative methods will be presented.	
Teaching methods	Lecture	X
	Group Discussion	X
	Experiential Exercise	X
	Case analysis	X
	Course Paper	X

Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Case Studies	One-two weeks before presentation	10
	Project/Presentation	During last lecture	10
	Final Exam		40
	Total		100
Policy	<p>Final Presentation/ Project The course project is designed in a way that it offers students to apply the learned concepts of research methodology by preparing a report. Small research groups of students that will prepare reports will consist of 2 - 3 students depending on class size. The students will choose a research topic based on their field of interest. The report must include the following sections: introduction, relevant literature/literature review, methodology, results/discussion and conclusion. The students will submit the report using e-mail one week before the final presentation. Group presentations that are based on reports will be made in the last class. The duration of the presentation will be around 15 minutes, but students will get additional 5 minutes for discussion.</p> <p>Class Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom which should be 75%.</p> <p>Class Activity: Class activity illustrates how active students participate in discussions and expresses his/her opinion about different scientific concepts.</p> <p>Report: the students will submit their report one or two weeks before final presentation. It must contain the following sections: introduction, relevant literature/literature review, methodology, results/discussion and conclusion. The report will be the main source of presentation.</p> <p>Presentation/Project: Also, in the last class students will make a presentation or a project based on the issues illustrated in Project section. Students are free to make the presentation alone or in group. In any case, they will analyze the situation according to gained knowledge. The group presentations will be evaluated as the collective work and will be graded based on the quality of presentation as well as content of slides. If it is a project, it will be graded individually.</p> <p>Cheating / Plagiarism: Cheating or other plagiarism issues during mid-term and final examinations will lead to paper cancellation. As a result, the student will automatically get zero (0), without any considerations.</p>		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements The Role of Business Research	Chapter 1 (Zikmund et. al. 2013)
2		Theory Building	Chapter 3 (Zikmund et. al. 2013)
3		The Business Research Process: An Overview	Chapter 4 (Zikmund et. al. 2013)
4		Reviewing the Literature	Chapter 2 (Easterby-Smith et.al 2015)
5		The Human Side of Business Research: Organizational and Ethical Issues	Chapter 5 (Zikmund et. al. 2013)
6		Problem Definition: The Foundation of Business Research	Chapter 6 (Zikmund et. al. 2013)
7		Secondary Data Research in a Digital Age	Chapter 8 (Zikmund et. al. 2013)
8		Mid Term Examination	Chapter 1 – 8 (Zikmund et. al. 2013) and Chapter 2 (Easterby-Smith et.al 2015)

9		Qualitative Research Tools	Chapter 7 (Zikmund et. al. 2013)
10		Survey Research: An Overview	Chapter 9 (Zikmund et. al. 2013)
11		Measurement and Scaling Concepts	Chapter 13 (Zikmund et. al. 2013)
12		Questionnaire Design	Chapter 15 (Zikmund et. al. 2013)
13		Sampling Designs and Sampling Procedures	Chapters 16 (Zikmund et. al. 2013)
14		Communicating Research Results: Report Generation, Oral Presentation, and Follow-Up	Chapters 25 (Zikmund et. al. 2013)
15		Chapters Revision and Final Presentation/Project	Chapters Revision
16	TBA	Final Exam	Chapter 10 - 17