



SYLLABUS

RESEARCH METHODS FOR BUSINESS

Credits	3 (3.0.6)				Code: IM4001	
Hours	Total: 45	Theory: 45	Exercise: 0	Experiment: 0	Assignment: x	
Assessment	Individual assignment: 25%		Group assignment: 25%		Final exam: 50%	
Required courses	None					
Pre-requisites courses	Business statistics					
Co-requisites courses	None					
Major	Industrial Management					
Degree	Undergraduate					
Level	4					
Remarks						

1. Course description

This course is to provide students with knowledge/skill in business research. Its primary goals are to (1) address the nature, design, and various techniques for conducting scientific research in various business areas; (2) understand the linkage between business research and managerial decision making; and (3) develop a foundation for preparation for dissertation.

This course provides students with knowledge of how to formulate, design and implement a business research project. Its content includes various methods for collecting, sampling, measuring, analysing, interpreting data, and reporting the research's results to create useful information for decision makers. In this course greater emphasis is on quantitative approaches.

2. Textbooks and readings

Text Books:

- [1] Cooper, R.D. & Schindler, S.P. (2018). Business Research Methods. 13th Ed. McGraw-Hill Irwin. NY.
- [2] Malhotra, N. K. (2018). Marketing research: An applied orientation (7th Edition). Pearson Education

References:

- [3] Trochim, William (2006) *Research Methods Knowledge Base* (online). Available at <http://www.socialresearchmethods.net/kb/contents.htm>
- [4] Nguyen Dinh Tho (2011). *Phương pháp Nghiên cứu trong QTKD*. 1st Ed. NXB Lao động Xã hội.
- [5] Useful websites:
 - + Statistics E-book: <http://www.statsoft.com/textbook/stathome.html>
 - + SPSS online tutorials: <http://www.spsstools.net/spss.htm#SpecializedTutorials>

