

## KQ03217: SCIENCE RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT

### 1. General information

- Term: 2
- Credits: **Total credits 2 (Lecture: 2 – Practice: 0)**
- **Self-study: 6** credits
- Credit hours for teaching and learning activities: 30 hrs
- Self-study: 90 hrs.
- Department conducting the course:
  - Department: Business Management
  - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>		Option 1 <input checked="" type="checkbox"/>		Option 2 <input checked="" type="checkbox"/>	
Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input checked="" type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input checked="" type="checkbox"/>

- Prerequisite course(s): None

### 2. Course objectives and expected learning outcomes

#### \* *Course objectives:*

- Knowledge: Course provided for students with knowledge in knowledge of methods Scientific research in business administration such as general issues of management, the role of methods for managers in making management decisions. , Rule Header, Header design; KDL data collection; Analytical data; Software application in business management research; Presenting research results.
- Skills: Course provide students with skills in information technology, decision control, thereby forming skills, ethics and attitude in individual and teamwork
- Attitude: Course provide students with attitudes in studying, researching and organizing work related to the field of accounting and have a sense of responsibility and professional ethics

#### \* *Course expected learning outcomes*

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
<b>Knowledge</b>		
CELO1	Apply general principles of management in order to analysis and solve issues in business units	3.2
CELO2	Apply the content, tools and appropriate methods in order to planning, organizing, leading and controlling in agribusiness management	5.2; 8.3
<b>Skills</b>		
CELO3	Fluently practice in basic decision-making methods for organization's issues	5.2; 8.2
CELO4	Fluently practice in collecting, processing and synthesizing information in management	8.2; 8.3; 8.4
<b>Attitude</b>		

CELO5	Be active in learning, in knowledge and experience accumulation; in looking materials to approach modern science and lifelong learning.	10.3
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### 3. Course description

Brief description of the course: This course consists of 6 chapters related to the general overview of research methods in business administration; Research process, research design; Collect research data; Data analysis; Application software in business management research; Presenting research results

### 4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
<b>Teaching and learning</b>					
Lecturing	x	x	x	x	X
Discussion group	x	x	x	x	
Case study	x	x	x	x	
E-learning	x	x	x	x	X
<b>Assessment</b>					
Rubric 1. Attendance (10%)					
Rubric 2. Discussion group (20 %)	x	x	x	x	
Rubric 3. Mid-term exam (20%)	x	x			
Rubric 4 Final exam (50%)	x	x			

### 5. Student tasks

- Attendance: All students attend at least 75% of lecture hours
- Preparation for the lecture: All students read the relevant book chapter handouts and readings before and during the class
- Assignment: All students must work in group of 4 or 5 students and present in front of class
- Mid-term exam: All students must take the test following the class' schedule.
- Final exam: All students take must take the test following the university' schedule.

### 6. Text books and references

#### \* *Text Books/Lecture Notes:*

1. Nguyễn Đình Thọ (2011). Phương pháp nghiên cứu khoa học trong kinh doanh. NXB Lao động- xã hội
2. Nguyễn Tuấn Anh, Bùi Mạnh Hùng, Lê Thị Minh Phương (2021). Phương pháp nghiên cứu khoa học. NXB Xây dựng
3. Nguyễn Văn Thắng (2019). Giáo trình Thực hành nghiên cứu trong kinh tế và quản trị kinh doanh. NXB Đại học kinh tế quốc dân

#### \* *Additional references:*

1. Donald r coopter, (2018) Business research methods. Mc graw hill India;12th edition.

2. Emma Bell; Alan Bryman; Bill Harley (2019). Business research methods. Oxford Oxford University Press **7. Course outline**

Week	Content	Course expected learning outcomes
1,2	<b>Chapter 1: GENERAL OVERVIEW OF RESEARCH METHODS IN BUSINESS ADMINISTRATION</b>	CELO1, 2,3,4,5
	<b>A/ Main contents: (6 hours)</b> <b>Theory: (6 hours)</b> 1.1. Concept 1.2. Scope, role 1.3. Determinants of research in management 1.4. Some main topics of research in management 1.5. Overview of the research process in management 1.6. Subjects, scope and methods of subject research 1.7. When to do research? 1.8. Research ideas 1.9. Trends in business research	
	<b>B/ Self-study contents: (18 hours)</b> Readings about trends in business research	
2,3	<b>Chapter 2: RESEARCH PROCESS, STUDY DESIGN</b>	CELO1, 2,3,4,5
	<b>A/ Main contents: (6 hours)</b> <b>Theory: (4 hours)</b> 2.1. Defining the problem and how to make a research proposal 2.2. Exploratory research and qualitative analysis. 2.3 Study design 2.4 Methods of secondary data research 2.5 Investigative research methods 2.6 Observational research methods 2.7. Successful research design <b>Discussion: (2 hours)</b> <i>Research skills</i>	
	<b>B/ Self-learning contents: (18 hours)</b> Reading chapter 2 Reading on Research skills Blue Card design	
3,4	<b>Chapter 3: COLLECTING RESEARCH DATA</b>	CELO1, 2,3,4,5
	<b>A/ Main contents: (6 hours)</b> <b>Theory: 4 hours</b> 3.1 Building a system to measure variables 3.1.1 The concept of the role and methods of measuring variables 3.1.2 Types of scales for research in management 3.1.3 Measuring attitude 3.2 Collecting research data 3.2.1 Design of survey questionnaire 3.2.2 Design and process of sampling survey 3.2.3 Deciding on sample size 3.2.4 Carrying out the investigation 3.3. Ethics in research	

	<b>Discussion:</b> (2 hours) Situation: Data collection of a research project in business	
	<b>B/ Self-learning contents:</b> 18 hours) Reading chapter 3 Blue Card design	
4,5	<b>Chapter 4: DATA ANALYSIS AND PRESENTATION OF RESEARCH RESULTS</b> <b>A/ Main contents:</b> (6 hours) <b>Theory:</b> (4 hours) 4.1 Editing and encoding data 4.2 Overview of data analysis & descriptive statistics 4.3 Univariate analysis 4.4 Bivariate analysis 4.5 Multivariate analysis 4.6 Presentation of research results <b>Presentation:</b> (2 hour) Situational data analysis <b>B/ Self-learning contents:</b> (18 hours) Reading chapter 4 Blue Card design	CELO1, 2,3,4,5
6,7	<b>Chapter 5: APPLICATION SOFTWARE IN RESEARCH OF BUSINESS MANAGEMENT</b> <b>A/ Main contents:</b> (6 hours) <b>Theory:</b> ( 6hours) 5.1 Software in scientific research 5.2 Implementation on Excel software 5.3 SPSS software 5.4 Representation of graphs by software <b>B/ Self-learning contents:</b> (21 hours) Reading chapter 5 Blue Card design	CELO1, 2,3,4,5