



COURSE SYLLABUS

Course Title: EA222 Research Methodology

Instructor: Dr. Ahmed Farouk

Credit Hours: 3

Teaching Assistant: Ghaydaa Gamal El Din

Course Objective: Understanding the basic concepts of research & its methodologies, identifying and applying the steps in the research process including problem definition, identification of variables and links among variables, developing a set of hypotheses, measuring variables using all types of scales, using data collection methods, & using the different sampling designs.

Evaluation:	10%	Attendance & Participation
	20%	Assignments & Projects
	30%	Mid-term (7 th week)
	40%	Final
	100%	Total

Text Book: Cooper Schindler: "Business Research Methods", 11th Edition

Complementary Reading: Uma Sekaran: "Research Methods for Business", 4th Edition

DETAILED COURSE OUTLINE

<u>Topic</u>	<u>Subject</u>
1	Research Overview
2	Introduction to Research
3	Research Process
4	The Broad Problem Area & Defining the Problem Statement
5	Theoretical Framework (Variables)
6	Hypothesis Development
7	Mid-Term Exam
8	Elements of Research Design
9	Measurement of Variables
10	Scaling
11	Data Collection (Part 1)
12	Data Collection (Part 2)
13	Sampling
14	Presentations
15	Revision

Best Wishes