

	Lebanese French University Ministry of Higher Education and Scientific Research Kurdistan Region – Iraq	
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A COURSE MODULE DESCRIPTOR FORM

(Course Book)

Module Information			
Course Module Title	Research Methods		
ناونیشانی مۆدیۆل	شێواز هه‌کانی توێژینه‌وه		
عنوان الوحدة	طرق البحث		
Course Module Type	Core	Module Code	00404
ECTS Credits	3	Module Level	7 th
Semester of Delivery	3	Dept. Code	AC
College (Code)	College of Administration and Economics		
Module Website (CMW)	https://ums.lfu.edu.krd/#		
Module Leader (ML)	M.Sc. Ronyaz Hayyas Mahmood		
e-mail	Ronyaz.hayyas@lfu.edu.krd		
ML Acad. Title	Assistant Lecturer	ML Qualification	M.Sc.
ML ORCID	https://orcid.org/my-orcid?orcid=0000-0003-2657-5366		
ML Google Scholar Acc.	https://scholar.google.com/citations?user=Jpcoek4AAAAJ&hl=en#		

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Course Module Tutor	M.Sc. Ronyaz Hayyas		
Module Tutor email	Ronyaz.hayyas@lfu.edu.krd		
Date Approved	5/9/2025	Version Number	1.0

Relation with Other Modules	
Pre-requisites	N/A
Module Aims, Learning Outcomes and Indicative Contents	
Module Introductory Description	<p>This module examines the concept of Research Methods and the essential principles that students and professionals must understand in order to conduct effective research and make informed decisions. The first part of the module provides a clear explanation and analysis of the fundamental concepts of research, including the distinction between qualitative and quantitative methods, research design, and data collection techniques. The topics covered include a detailed study of literature review, hypothesis formulation, sampling methods, and ethical considerations in research. Furthermore, the module explores data analysis techniques, reporting of research findings, and the application of research results to real-world business and organizational contexts.</p> <p>This resource is primarily intended for undergraduate students in business administration, management, and related fields who aspire to develop the knowledge and skills necessary to design, conduct, and evaluate research projects. The main objective is to equip students with the practical and theoretical competencies required to excel in the field of research, critically analyze information, and apply evidence-based decision-making in professional settings.</p>





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Module Aims	<p>The Research Methods module provides students with comprehensive knowledge of the fundamental principles and techniques used in conducting academic and applied research, along with the practical implementation of these concepts. Therefore, the goals of teaching Research Methods can be concisely expressed as:</p> <ol style="list-style-type: none"> 1. Comprehend the basic concepts of research, including the distinction between qualitative and quantitative research. 2. Understand the importance of research design, data collection methods, and ethical considerations in research. 3. Familiarize students with literature review, hypothesis formulation, and sampling techniques. 4. Educate the learner on data analysis methods and the interpretation of research results. 5. Develop the ability to apply research findings to real-world business, management, and organizational contexts.
Module Learning Outcomes	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts of research, research methods, and the distinction between qualitative and quantitative approaches. 2. Identify the importance of research design, data collection techniques, and ethical considerations in conducting research. 3. Apply appropriate data analysis methods to interpret and present research findings effectively. 4. Demonstrate skills in literature review, hypothesis formulation, and sampling strategies. 5. Evaluate and apply research outcomes to real-world business, management, and organizational contexts.
Learning and Teaching Strategies	
Strategies	<p>The curriculum will be imparted to the students through the use of contemporary technology, case studies, written materials, flipped classrooms, films, and case analyses. The assignment will be completed using a pedagogical approach that places the needs and interests of the pupils as the top priority. The methods to be utilized to prioritize student learning outcomes.</p>

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Module Delivery	
Structured workload (h/w)	3 hours / Week
Unstructured workload (h/w)	10.8
Total workload (h/w)	3 hours / Week

Module Assessment				
	Time/Number	Weight (Marks)	Week Due	Relevant Outcome
Class Participation	1	10%	Weekly	Class and activity participation rate, as well as the capacity to effectively communicate and interact with others.
Case-study	1	5%	5 th -12 th	Students develop the ability to critically analyze complex situations, identify problems, and evaluate alternative solutions.
Presentation / Seminar	1	10%	3 th -11 th	Developing an awareness of how to utilize values to better their own professionalism, as well as increasing their skills in conducting comprehensive research, identifying reliable sources, and incorporating findings into their presentations.
Quiz	1	10%	6 th	reinforce and consolidate knowledge by providing regular opportunities for students to recall and apply what they have learned.
Tutorial	1	10%	Weekly	explore subjects in greater depth, fostering a more thorough understanding of the material.
Midterm Exam	1	15%	8 th -11 th	
Final Exam	1	40%	15 th	

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Total		100%		
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Learning and Teaching Resources		
	Text	Available in the Library?
Required Texts	<ol style="list-style-type: none"> 1. Covalleski, M. A., Hoque, Z., & Parker, L. D. (2017). <i>The Routledge Companion to Qualitative Accounting Research</i>. Routledge. Retrieved from https://www.routledge.com 2. Taylor, P. J. (2019). <i>Research Methods for Accounting and Finance</i>. Goodfellow Publishers. Retrieved from https://www.goodfellowpublishers.com 3. Uma, Sekaran, and Bougie Roger. 2016. <i>Research methods for business : a skill-building approach</i>. Peshkova.: West Sussex, United Kingdom. 	Available Online
Recommended Texts		Available Online
Websites		

Delivery Plan (Syllabus)	
Week	Material Covered
Week 1	Chapter One: Introduction to Research Method Concept of Research: Why do research? Purpose of Research, Basic Characters of Scientific



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	Research.
Week 2	Ethics and Research, The Scientific Method, Steps involved in research, Scientific Method of Research.
Week 3	Chapter Two: - Title of Research Choose a subject, find a good theme, Concept of variables, Types of variables.
Week 4	Variables in research, Preliminary Pages, distinction between qualitative and quantitative research.
Week 5	Chapter Three:- Research Structure Structure of research, Introduction.
Week 6	Literature Review, Research Methodology.
Week 7	Data Analysis and Results, Discussion, Conclusion, Difference Between Discussion and Conclusion.
Week 8	Midterm,
Week 9	Recommendations, References, Appendices
Week 10	Chapter Four:- Preliminary Pages in Academic Research Dedication, Acknowledgement.
Week 11	Abstract, Table of Contents, List of Figures, List of Tables.
Week 12	Chapter Six: University Conditions – Research Students University Conditions, Importance of Following Conditions.
Week 13	General Form and Style, Length of Project.
Week 14	Margins, Typing or Computer Printing.
Week 15	Final Exam



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Course Keywords

Research Methods, Literature review, Research Methodology, Data Analysis, and Results.

APPENDIX: (Help and Information)

Percentage to Grade Chart

Marks	Level	ئاست
90 – 100	Excellent	ناياب
80 - < 90	Very Good	زۆر باش
70 - < 80	Good	باش
60 - < 70	Medium	ناومند
50 - < 60	Pass	پهسهند
0 - < 50	Fail	كهوتوو