

## **Business Research Methods**

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### Course Materials:

Supplementary materials will be distributed by instructor in class.

Textbook: Donald R. Cooper & Pamela S. Schindler (2003) Business Research Methods (8<sup>th</sup> Edition). The McGraw-Hill. ISBN: 0-07-249870-6, Renmin University Press

### Course Description

We will study the importance of business research methods in business and management practices with a focus on research proposal, research design, measurement, analysis and reporting. The construction of research framework and techniques is also emphasized.

The main topics include:

- developing research questions,
- designing research process and research proposals,
- enhancing ethics in business research,
- selecting appropriate measurement,
- initiating market research
- conducting experimentation,
- analyzing data and making decision
- writing research report.

### Objectives

The objective of the course is to create awareness and skills about business and management methodology in entrepreneurship. By studying and applying knowledge and tools in the business and entrepreneurship field, students should develop capabilities towards business research strategies and real-life problem-solving.