

 EMIRATES COLLEGE For Management & Information Technology	 كلية الإمارات للإدارة وتكنولوجيا المعلومات	Approved By
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Assessment Instrument	Case study 2		
Coue Name	Research Methods	Coue code	MGT 3201
Semester	Spring	Year	2020
Maximum Marks	20 Marks		
Instructor	Dr. Kinslin D.		
Assignment Due Date	30 th April, 2020		
Assessment Submission Instructions	i) Case study should be submitted by electronically through Turnitin ii) Academic dishonesty of any kind is strictly prohibited iii) Case study should be submitted by its due date as scheduled by the Couse Instructor		
Word or Page Limit	Theory question 500 words and for Problem all steps, answer and decision.		
Presentation Format	Use the following format: Create a Word document for this case study. Put your name in the upper right hand corner. Below that, put your Student ID. Use the type face MS Word document, Times new roman, front size 12 and 1.5 line space, and use the same margins and paragraph spacing as this instruction document. •Begin with a brief paragraph that explains what you undented from this problem statement. •Explain your rationale and find a minimum of five reviews of literature closely related to your problem statement. •Describe your research process/steps in addressing each problem statement. •Develop six research objectives which should cover all problem statements •Identify the sample design for the proposed research and justify the reasons. • Prepare a detailed research design (Blue print) for the proposed research •Save the case study with the following file name Case Study- Research methods. • Referencing Use APA or MLA format (minimum 15) (Instructor provides additional guidelines and directions in class. Please clarify your doubts in the class hours / Office hour)		
Resources and Support Available	College library, internet newspaper, Journals, magazines, or other reference sources.		
Description of Case study Task	Case study would be given to the students to assess the students undemanding on the importance of the research problem apply data collection method to justify research objectives.		
Couse Learning Outcomes Assessed	Course Learning Outcomes		Question Number
	1. Perform thorough review of literature and define a research problem		1
	2. Analyze and apply suitable data collection methods to justify research objective(s)		
Evaluation Criteria	The instructor evaluates assignments and awards marks based on the following criteria: 1. a) Introduction -1 Mark b) Reviews of literature 3 - 1 Marks c) Research problem - 1 mark d) question answering 3 x 3 = 9 marks h) Discussion of research outcomes - 2 mark i) Power point Presentation -6 Mark		

CASE STUDY TASK

1. BIG 4 CONSULTANTS LLC

Big 4 Consultants has been appointed by a leading group in hotel industry to prepare feasibility report for opening a five-star hotel in Ras al Khaima. The group had been most successful one in the hotel industry and had always kept its eyes open for new opportunities.

In view of the very fast industrial growth in the city of Ras al Khaima, the city had attracted the attention of the group. It is historically known as Julfar, is one of the seven emirates that make up the United Arab Emirates (UAE). Its name could be taken to mean "headland of the small huts", which can be attributed to the indigenous buildings that existed along the coast. The Emirate is in the northern part of the UAE, bordering Oman's exclave of Musandum. RAK, apart from being a developing city, has added advantage of pleasant weather and several places of tourist attraction in the neighborhood. Moreover, the closeness to Dubai and Abudhabi, a city of international stature, has made it very easily accessible to international tourists.

For this Consultancy, this was the first time in this area that an assignment concerning hotel industry had been received. They, however, soon realized that the assignment was not as simple as it appeared to be in the first place. The feasibility of such a hotel would depend essentially on two factors. Businessman visiting the city for work would constitute one segment of the market, while tourists would constitute the other. Further, the tourists could be from UAE or foreigners. The success of such a hotel would also depend upon the relative attraction of other tourist centres in the vicinity. Further, it was necessary to estimate fluctuations in demand for hotel accommodation so that attractive discounts could be offered during the off-season for business conferences, executive developmental programmes, etc.

The consultants realized that they would have to undertake a market research on a national scale to assess the tourist potential of the city. They would also have to survey the foreign tourists to estimate one of the most important segments of the market. They wondered whether such a survey will have to extend over a period of one full year to completely take into account the seasonal variations in tourists' traffic. Moreover, they were undecided

about the manner in which survey should be conducted. The company also feared that in absence of an accurate definition of the problem, they may land up surveying the complete tourist market in UAE rather than studying feasibility of a hotel in RAK.

Thus, the problem appeared well defined and that they were concerned as the preliminary report explaining methodology of the research and the questionnaires to be used to be submitted to the client along with the estimate of expenses within one month.

QUESTIONS

- 1. Apply your ideas in defining the problem of assessing feasibility of hotel in RAK so as to help designing the survey.**
- 2. It is important to plan a survey for collecting information on expected demand for hotel space. Illustrate.**
- 3. Being the coordinator of this research at Big 4 Consultants, explain various steps you would suggest to your research team in preparing the report to the Hotel management.**

Guidelines:

- Mentioned Case study is an individual work.
- Maintain professional layout with formal page cover, table of contents, margins, Times New Roman Font, Font size of 12, heading 14, 1.5 line spacing, paragraphs, and page number.
- Professional power point presentation is mandatory
- Report must have adequate references in APA format.