

 EMIRATES COLLEGE For Management & Information Technology		كلية الإمارات للإدارة وتكنولوجيا المعلومات	Approved By
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Assessment Instrument	Case study		
Coue Name	Research Methods	Coue code	MGT 3201
Semester	Spring	Year	2020
Maximum Marks	15 Marks		
Instructor	Dr. Kinslin D.		
Assignment Due Date	30 th March, 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 5 - 2 Marks c) Research problem - 1 mark d) Research objectives - 2 Marks e) Study variables - 1 mark f) Sample frame and design - 2 Marks g) Analysis and interpretation - 2 Marks h) Discussion of research outcomes - 2 mark i) Conclusion and Justification - 1 marks j). References -1 Mark		

CASE STUDY TASK

1. Select any two problems in the automotive industry and identify at least three major competitors within that industry. Visit their websites, gather data from all available sources and identify key strategic issues within the industry and key strategic issues for the individual companies. The process should cover the following research process and briefly discuss each step.

- Research Problem and Purpose
- Review of Relevant Literature
- Study Framework
- Research Objectives, Questions, or Hypotheses
- Study Variables
- Study Design
- Population and Sample
- Measurement Methods
- Data Collection
- Data Analysis
- Discussion of Research Outcomes
- Conclusion
- References