

EMIRATES COLLEGE For Management & Information Technology	 كلية الإمارات للإدارة وتكنولوجيا المعلومات	Approved By
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Assessment Instrument	Research Report		
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 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 • Employed appropriate statistical tools to validate the research hypothesis and findings. •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)		
Resources and Support Available	College library, internet newspaper, Journals, magazines, or other reference sources.		
Description of Case study Task	Design a research proposal and Prepare a research report for decision making in an organizational context.		
Couse Learning Outcomes Assessed	Course Learning Outcomes		Question Number
	4.Apply statistical techniques to analyze data effectively for business purposes		1
	5. Design a research proposal and Prepare a research report for decision making in an organizational context		
Evaluation Criteria	The instructor evaluates assignments and awards marks based on the following criteria: 1. a) Introduction -1 Mark b) Reviews of literature 5 - 1 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 - 3 Marks h) Discussion of research outcomes - 2 mark i) Conclusion and Justification - 1 marks j). References -1 Mark		

Research Report

1. The student needs to demonstrate that the use of statistical data to interpret market trends and developments. For a specific organization you must: Develop a research plan that will enable you to gather both quantitative and qualitative data about internal and external conditions that affect the market and your organization's product/ service positioning within the market.

Explain what data you are collecting and why you believe this data is relevant and useful. If you used surveys, submit the surveys and survey results to the assessor. If you used other data sources like sales figures or other research submit these also. You need to identify, through appropriate data analysis, trends and developments that will impact on current products/ services and/or that might offer new opportunities for the organization.

The student should analyze the collected data in order to develop forecasts and to make reports about the organization's ongoing business activities. What tools will you use to analyze the data? Explain why these tools are the best. Once the data is analyzed present it in ways that make it readable and useful, for example graphs, tables etc. What information have you gleaned from the data analysis and how is it likely to impact on business operations, for example does it offer new opportunities or are there products and services that should be closely examined with a view to termination etc.? Summarize the data analyses. Analyze the market performance of existing competitors and their products or services, to identify potential opportunities or threats to the organization.

Select the necessary tools and software applications. What tools did you use to do this and what were the results? Make a visual presentation of the information. Write a formal report on the findings of your research—on the trends and developments identified and incorporating the statistical analysis and interpretation of the market trends and developments. Statistical analysis might include: measures of central tendency dispersion correlations between sets of data z-test, t-test, chi-square significance tests causal relationships time series analysis etc. Use the information that results from the analyses to make suggestions or recommendations about over-performing and under-performing products and services and/or about the trends and developments that will affect the way forward for the organization.

Evaluation Rubrics- Research Report

Course Learning outcomes	Excellent	Faculty Remarks
4. Apply statistical techniques to analyze data effectively for business purposes [12 marks]	Perfectly collected qualitative and quantitative data from the primary and secondary sources. Data were more relevant and useful [2 marks] Student has employed appropriate / best statistical tool and justified the relevance of the tool for the collected data [1 marks] Collected data were edited and coded appropriately [1 mark] Accurately analyzed data with the selected tools and software applications in order to develop forecasts and to make reports about the organization's ongoing business activities [2 marks] Analyzed data presented in the proper ways that make it readable and useful, for example graphs, tables etc. [2 marks] Analysis revealed the market performance of existing competitors and their products or services, to identify potential opportunities or threats to the company [1 mark] Critically interpreted information the student has gleaned from the data analysis and how is it likely to impact on business operations [2 marks] Analytically interpreted market performance of existing competitors and their products or services, to identify potential opportunities or threats to the Company [1 mark]	

5. Design a research proposal and Prepare a research report for decision making in an organizational context. [8 marks]	Well organized report contains all required information [2 marks] Findings were more appropriate to the study and eye-opener to the company management [1 mark] Used accurate information that results from the analyses to make applicable recommendations about over-performing and under-performing products and services and/or about the trends and developments that will affect the way forward for the organization.[2 marks] Concluded precisely and references are correctly integrated [1 mark] Writing is fluid, precise, and clear; lexicon of the field is clearly explained and defined; the tone is professional [2 marks]	
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