

THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	Research Methods for Final Project	
Course Unit Code	BI440	
Type of Unit	Core	
Level of Course Unit	First cycle	
Year of Study	First	
Number of ECTS Credits	3.0 ECTS	
Class Contact Hours	14	
Minimum Learning Effort (In Hours)	56	
Course Unit Objectives	<p>The objective of this course is to learn how to conduct research in the areas of business intelligence and data analytics for producing insights and reliable results using available datasets.</p> <p>Upon completion of this course, students are expected to be in position to write and present a final project in the form of strategy, a case study or a research paper that is both academically underpinned and can be defended on sound managerial and technical grounds.</p>	
Learning Outcomes	The students completing the course should be able to	
	CILO 1	Identify the different types of business or research problems that can be addressed through data analytics applications.
	CILO 2	Collect primary and secondary data related to their research question and use them to test their research hypothesis/statement while minimizing possibilities of errors.
	CILO 3	Critically review existing research.
	CILO 4	Consistently reference academic & non-academic sources.
Name of Lecturer(s)	Dr Theodosios Mourouzis, Dr Kyriacos Pavlou	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Introduction <ul style="list-style-type: none"> - Quantitative and Qualitative Methods - Type of problems that can be solved by either or quantitative or qualitative methods - The aims and purpose of the data science project 	CILO 1,2
	2. Procedures to be followed and Types of Research Methods: Exploratory, Descriptive, Inferential, Casual (Experiments or Simulations)	CILO 1
	3. Online Repositories and Available Datasets	CILO 2
	4. Academic Research: Learn how to read an academic paper, search for the suitable journals, validate the results, reproducibility, using of references	CILO 3,4

Recommended or required reading	<u>Required:</u> No textbook is required for this course	
Planned learning activities and teaching methods	lectures, group work, lab work, homework	
Assessment methods and criteria	100% Final project presentation and document	
Language of Instruction	English	
Work Placement(s)	Not applicable	