**MAKERERE UNIVERSITY**

**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF TOURISM, HOSPITALITY AND LANGUAGES**

**BACHELOR OF LEISURE, EVENTS & HOTEL MANAGEMENT**

**COURSE OUTLINE**

**ACADEMIC YEAR** 2024/2025

**YEAR**  TWO

**COURSE**  **BUSINESS RESEARCH SKILLS**

**COURSE CODE** **MGS2201**

CREDIT UNITS 3

**COURSE FACILITATORS:** Assoc. Prof. Samuel Dawa

Ms. Naome Akamumpa

Mr. Peter Ssemwezi

**Course description**

This course equips students with essential business research skills, focusing on research design, literature reviews, and ethical considerations. Students will learn to develop effective research questions, analyze data, and avoid plagiarism while employing proper referencing styles. Through practical applications, the course prepares students to conduct rigorous and ethical research in management, fostering critical thinking and academic excellence.

**Course objectives**

By the end of this course, students will be able to:

1. Understand the fundamentals of business research and its role in decision-making, particularly in leisure, events, and hospitality management.
2. Acquire skills to identify research problems, design studies, and apply appropriate methodologies.
3. Critically evaluate research literature and data in a business context.
4. Present research findings effectively, adhering to ethical and professional standards.
5. Apply research techniques to real-world scenarios within leisure, events, and hospitality.

**Learning outcomes**

By the end of this course, students will be able to:

1. Explain various research designs, methods, and tools used in business research.
2. Formulate research questions and hypotheses based on identified problems in leisure, events, and hospitality contexts.
3. Conduct effective literature reviews using academic and industry sources.
4. Apply qualitative and quantitative research methods to collect and analyze data.
5. Communicate research findings clearly and professionally through written reports and oral presentations.

**Course content**

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| **Topic** | **Sub topic** | **Hours** |
| **Week 1: Introduction to business research** | * Importance of research in leisure, events, and hospitality management. * Types of research: Basic vs. Applied, Exploratory, Descriptive, and Causal. * Overview of the research process. | **Prof. Dawa** |
| **Week 2: Defining the research problem** | * Identifying and formulating research problems. * Developing research questions and objectives. * Understanding the scope and limitations of a study. | **Prof. Dawa** |
| **Week 3: Research design** | * Types of research design: Qualitative, Quantitative, and Mixed Methods. * Choosing the appropriate design for hospitality-related research. * Ethics in business research: Ensuring confidentiality, integrity, and informed consent. | **Prof. Dawa** |
| **Week 4: Literature review** | * Purpose and significance of a literature review. * Searching for, organizing, and synthesizing academic and industry sources. * Avoiding plagiarism and referencing styles (e.g., APA). | **Prof. Dawa** |
|  | **COURSEWORK 1** |  |
| **Week 5: Data collection methods – Qualitative approaches** | * Techniques: Interviews, Focus Groups, Observations. * Application of qualitative methods in leisure, events, and hospitality. * Designing interview and observation protocols. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 6: Data collection methods – Quantitative approaches** | * Techniques: Surveys, Questionnaires, and Experiments. * Sampling techniques and determining sample size. * Ensuring validity and reliability in quantitative studies. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 7: Data collection in practice** | * Fieldwork: Combining qualitative and quantitative methods. * Tools and software for data collection (e.g., Google Forms, SurveyMonkey). * Practical challenges in data collection and strategies to overcome them. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 8: Data analysis – Qualitative data** | * Techniques for analyzing qualitative data (e.g., thematic analysis, coding). * Tools for qualitative analysis (e.g., NVivo). * Interpreting qualitative data in a hospitality context. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 9: Data analysis – Quantitative data** | * Descriptive and inferential statistics. * Tools for quantitative analysis (e.g., Excel, SPSS). * Presenting numerical data visually (charts, graphs, tables). | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 10: Reporting research findings** | * Structuring a research report: Introduction, Methods, Results, Discussion. * Writing for academic and industry audiences. * Visualizing findings: Best practices for presentations. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 11: Applied research in leisure, events, and hospitality** | * Case studies of research applied to the industry. * Group activity: Design a mini-research project related to leisure or hospitality. | **Mr. Ssemwezi / Ms.Akamumpa** |
| **Week 12: Presentations and Review** | **COURSEWORK 2** |  |
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**Delivery methods:**

* Straight lectures
* Group Discussions
* Elearning

**Assessment:**

(i) Coursework 1 20%

(ii) Coursework 2 10 %

Final Examination 70 %

**Total Assessment 100 %**

**Reading List**

Altinay, L., & Paraskevas, A. (2009). *Planning research in hospitality & tourism*. Routledge.

Creswell, J. W., & Clark, V. L. P. (2017). *Designing and conducting mixed methods research*. Sage publications.

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Henning, G. K., Levy, S., & Ritchie, J. R. (2005). An inquiry into the nature and composition of tourism, leisure and hospitality research. *Tourism (13327461)*, *53*(3).

Yin, R. K. (2018). Case Study Research and Applications: Design and Methods. 6th Edition. SAGE Publications.