

Research Methods for Business (F710240)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2025-2026

Offering	Language	Location	Teaching Methods
A (semester 2)	Dutch	Gent	practical independent work seminar
B (semester 1)	Dutch	Gent	independent work seminar practical

Lecturers in academic year 2025-2026

Verhofstadt, Elsy EB21 lecturer-in-charge

Offered in the following programmes in 2025-2026

Programme	crdts	offering
Bachelor of Science in Business Administration	3	B
Linking Course Master of Science in Business Administration	3	A
Preparatory Course Master of Science in Business Administration	3	A

Teaching languages

Dutch

Keywords

Statistics, linear regression, multivariate statistics, surveying and analyzing data, applications using SPSS

Position of the course

In this course students will acquire the theoretical and practical knowledge necessary for collecting and analyzing data for research. The students learn how the theoretical basis that they have acquired in Statistics can be applied in concrete cases. Additionally, new methods are taught, and especially the classical linear regression model is studied thoroughly. Students gain insight into how a concrete statistical or econometric problem can be modeled by means of practical applications. The students also learn to work with SPSS.

Contents

Methods for linear regression with focus on the correct specification of the model, the economic interpretation of the results, hypothesis testing and report results scientifically.

Overview of a number of analysis and regression methods: which method is when appropriate. By means of a concrete research project, the different research phases are studied. Main attention is on the collection and analysis of primary data and the reporting of results.

Initial competences

Certain competencies of the courses Statistics for Business I and II and Research Methods for Business 1.

Final competences

1 Decide on the most appropriate data collection method for a specific research question.

- 2 Formulate hypothesis for a research question and test these hypothesis.
- 3 Use statistical methods and regression analysis in research on concrete and economic cases.
- 4 Report scientifically about statistical output.
- 5 Use a statistical tool in order to solve economic problems and handle survey data.
- 6 General scientific competences such as a critical attitude, responsible use of AI-tools, and problem solving skills.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Practical, Independent work

Extra information on the teaching methods

Seminar: the students acquire theoretical knowledge in alternation with making exercises on the computer, and during these sessions they can ask questions to the teacher.

Practical: the students can work on their assignment in the PC room and are guided by the teacher and an assistant.

Independent work: a limited part of the theoretical knowledge is acquired through self-study with support through Ufora. Moreover, online exercises with instruction video are available on Ufora.

Study material

Type: Slides

Name: Powerpoint presentations of the lectures

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Audiovisual Material

Name: Video's

Indicative price: Free or paid by faculty

Optional: yes

Available on Ufora : Yes

References

Course content-related study coaching

Possibility to ask questions during exercise sessions.

Assignments: feedback during the work (practical) and through Ufora.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment

Examination methods in case of periodic assessment during the second examination period

Written assessment

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

The evaluation is based on:

1) Continuous evaluation: assignment or series of assignments (25% of the final grade).

Students work individually or in groups on the assignment(s). Two mandatory practical sessions are scheduled where students actively work on the assignment

(s).

2) Periodical Evaluation: written exam (75% of the final grade).

Second period: written exam. The scores on the NPE from the first period are retained.

Calculation of the examination mark

Continuous assessment (25%) and periodical evaluation (75%).