

## Research Methods for Business III: Research Project (F710400)

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

**Credits 5.0** **Study time 150 h**

**Course offerings and teaching methods in academic year 2025-2026**

A (semester 2) Dutch Gent group work

**Lecturers in academic year 2025-2026**

Defloor, Bart	EB21	staff member
Verhofstadt, Elsy	EB21	lecturer-in-charge

**Offered in the following programmes in 2025-2026**

<a href="#">Linking Course Master of Science in Business Administration</a>	<b>crdts</b>	<b>offering</b>
	5	A

**Teaching languages**

Dutch

**Keywords**

Research competences, research topics within (business)economics, integrated application, literature review, research design, quantitative analysis, reporting, defence.

**Position of the course**

Research Methods for Business III aims to provide students with the generic research competences taught in Research Methods: Introduction and Research methods: Quantitative analysis, through integrated application in a research topic within Business Economics/Administration.

**Contents**

Students work in groups on a research project.

- The research design consists of a description of the research question, the type of research, a conceptualisation, the social and scientific relevance of the research question and a literature list. Starting literature is provided to the students.
- Based on the research question, students formulate hypotheses that they will analyse using appropriate bivariate analyses and a multivariate regression in SPSS. The data will be made available to the students.
- Oral presentation (pitch) and defence at various times.

**Initial competences**

The course builds upon certain final competences of the courses Research Methods for Business I: Introduction and Research and Research Methods for Business II: Quantitative analysis methods for Business II: Quantitative analysis.

**Final competences**

- 1 Read, analyse and process scientific literature (with references conform the rules).
- 2 Make a clear, informed and innovative research question (with social and scientific relevance) using the field survey and literature review.
- 3 Write a critical review of the literature

4 Develop a research question, hypotheses and approach.

5 Analyse data and report with references to the existing literature.

6 Motivate and defend ideas and choices.

7 Responsible handling of genAI tools

#### **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**

Group work

#### **Extra information on the teaching methods**

Students work in group on the different steps. They get periodic feedback of their promoter.

#### **Study material**

Type: Other

Name: Roadmap

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Additional information: The roadmap includes explanations for each step as well as the evaluation criteria

Type: Other

Name: Starting material: papers and dataset

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

#### **References**

#### **Course content-related study coaching**

Feedback on assignments

By appointment

#### **Assessment moments**

continuous assessment

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

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

#### **Examination methods in case of permanent assessment**

Oral assessment, Participation, Presentation, Assignment

#### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

#### **Extra information on the examination methods**

First term

Rating of:

(1) Pitch + defence (20%)

(2) Submitted papers (50%)

(3) Final presentation + defence (30%)

Group point with adjustment according to participation and effort.

Second term:

Depending on first term: reworking group assignment (in group) or a similar individual assignment. The student works on this without guidance. The report is

submitted on the first day of the 2nd term. An appointment is made for the oral defence.

**Calculation of the examination mark**

If one does not participate in the evaluation of any of the three components or scores less than 10/20 for (2) the submitted papers or for (3) the final presentation with defence, one cannot pass the entire course . If the final score would nevertheless be a mark of 10 or more out of 20, this will be reduced to the highest unsuccessful mark (or 9/20).