

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

[Linking Course Master of Science in Business Administration](#)

crdts

5

offering

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).