

## Business Research Methods (F000763)

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

**Credits** 5.0                      **Study time** 150 h                      **Contact hrs** 45.0h

**Course offerings and teaching methods in academic year 2022-2023**

A (semester 2)	Dutch	Gent		
			seminar: coached exercises	11.25h
			online discussion group	1.25h
			lecture	17.5h
			lecture: plenary exercises	5.0h
			group work	10.0h

**Lecturers in academic year 2022-2023**

Van Kenhove, Patrick	EB23	lecturer-in-charge
Cabooter, Elke	EB23	co-lecturer
Spruyt, Adriaan	EB23	co-lecturer

**Offered in the following programmes in 2022-2023**

	crdts	offering
<a href="#">Bachelor of Science in Business Engineering</a>	5	A
<a href="#">Bachelor of Science in Economics</a>	5	A

**Teaching languages**

Dutch

**Keywords**

Research methods applied in business, data collection methods, methods of data analysis

**Position of the course**

The objective of this course is to obtain insight in various research methods that are applicable to several areas of management (marketing, finance, production, human resources).

Students learn to solve problems scientifically.

**Contents**

*These course specifications both hold for students of Business Economics (TEW) and Business Engineering (HIR), and for students who are enrolled in a linking or a preparatory course. Consequently, contact hours and credits may differ from the course specifications provided here. Please consult the programme surveys for the specific number of contact hours and credits that apply to your study programme.*

- Validity and reliability
- The research plan
- Secondary sources of information
- Data collection: Observation and interview methods
- Questionnaire design
- Sampling
- Experimental designs and analysis of variance
- Univariate and bivariate statistical techniques
- Multiple regression analysis
- Presenting the results
- Using SPSS

**Initial competences**

A basic knowledge of the different aspects of management (marketing, finance, production, human resources). A basic knowledge of statistics.

### **Final competences**

- 1 Being able to evaluate the validity and reliability of existing research
- 2 Being able to plan and execute a concrete research project
- 3 Being able to use the most appropriate research methods for data collection and data analysis
- 4 Being able to report on own research using the principles of reporting.

### **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**

Lecture: plenary exercises, Online discussion group, Group work, Lecture, Seminar: coached exercises

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

- Interactive sessions
- Exercises (in small groups)
- Case (in small groups): executing a real research project, including problem definition, research design, exploratory and conclusive data collection, sampling, questionnaire design, application of univariate and bivariate statistical techniques (hypothesis testing, with SPSS), with group reporting (written)

### **Learning materials and price**

Handbook: P. De Pelsmacker en P. Van Kenhove, Marktonderzoek. Methoden en toepassingen, Vijfde editie, Amsterdam, Pearson, 2019  
Instructor's notes Cost: 70 EUR

### **References**

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

Handbook about the key learning concepts.  
Assistant may be consulted about specific problems.  
Handouts (power point) are available.  
Feedback is available after each team assignment. Each session, typical exam problems will be discussed.

### **Assessment moments**

end-of-term and continuous assessment

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

Written examination

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

Written examination

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

Peer assessment, Assignment

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

examination during the second examination period is possible

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

Periodic evaluation: written (theory and exercises) about knowledge of basis concepts, and practical application of theory, and interpretation of research results.

Permanent evaluation: evaluation of the group work  
a/ powerpoint presentation (= management report/executive summary)  
b/ a short technical report

Peer assessment: students evaluate each other's work. Based on this peer assessment the professor is able to recalculate the group results per team member;

### **Calculation of the examination mark**

Permanent: 40% and end-of-term evaluation: 60%. Peer evaluation will be used

for the group assignments. The criteria and impact of the peer evaluation will be announced via Ufora.

Students must pass for permanent and end-of-term evaluation to pass this course.

Resit examination period: Retake of the part the student did not pass. The score of the part the student has passed will be transferred to the resit examination period.