

## Research Methods I (F000851)

**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

A (semester 2)	English	Gent	group work
			seminar
			lecture

### Lecturers in academic year 2025-2026

Van Lippevelde, Wendy	EB23	lecturer-in-charge
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### Offered in the following programmes in 2025-2026

	crdts	offering
<a href="#">Bachelor of Science in Business Economics</a>	3	A
<a href="#">Exchange programme in Economics and Business Administration</a>	3	A
<a href="#">Preparatory Course Master of Science in Business Engineering</a>	3	A

### Teaching languages

English

### Keywords

Writing a scientific paper; Secondary information sources/desk research: methods of data collection and data analysis; Qualitative research methods: data collection and analysis, (sustainable) research topics

### Position of the course

The objective of this course is twofold:

1/ to obtain insight in identifying and processing secondary sources and 2/ to obtain insight in qualitative research methods that are applicable to several areas of business economics (marketing, accounting, finance).

### Contents

These course specifications hold for students of Business Economics (TEW)

- Developing an extensive research design for a study, including creating research objectives, questions, conceptual framework based on a literature study and supported by AI-tools
- Secondary sources of information/desk research: data collection methods and data analysis
- Data collection methods for qualitative research
- Analysis of qualitative data
- Software for qualitative data analysis

### Initial competences

A basic knowledge of the different aspects of management (marketing, finance, production, accountancy).

### Final competences

- 1 Developing an extensive research design (as preparation for a planned research study) among others using appropriate (digital) tools
- 2 Select and use the most appropriate methods and techniques of data gathering to conduct qualitative research
- 3 Select and use the most appropriate methods and techniques of data analysis to conduct qualitative research.
- 4 The student can critically assess digital information sources on the criteria relevance, reliability and validity.

### 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, Seminar, Lecture

**Extra information on the teaching methods**

Students study the course content prior to each class • In each lecture the key elements will be discussed in depth • In class exercises • (in class) group assignments with group presentation

**Study material**

None

**References**

**Course content-related study coaching**

The teaching material describes the key learning concepts. The teaching assistant may be consulted about specific problems. Handouts (power point) are available. Feedback is provided after each team assignment.

**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**

Peer and/or self assessment, 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**

Written (theory and exercises) about knowledge of basic concepts, and practical application of theory, and interpretation of research results.

**Calculation of the examination mark**

Permanent: 50% and end-of-term evaluation: 50%. 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