

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 2026-2027

A (semester 2)

English

Gent

seminar

lecture

group work

Lecturers in academic year 2026-2027

Van Lippevelde, Wendy

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

[Bachelor of Science in Business Economics](#)

crdts

3

offering

A

[Exchange programme in Economics and Business Administration](#)

3

A

[Preparatory Course Master of Science in Business Engineering](#)

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