

## 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

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

[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