

## Research Methods II (F000858)

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

**Credits 6.0**

**Study time 180 h**

**Course offerings and teaching methods in academic year 2025-2026**

A (semester 2)	Dutch	Gent	lecture	independent work	group work	0.0h

**Lecturers in academic year 2025-2026**

Spruyt, Adriaan

EB23

lecturer-in-charge

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

[Bachelor of Science in Business Economics](#)

[Bachelor of Science in Economics](#)

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

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

**crdts**

**offering**

6

A

6

A

6

A

6

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. Knowledge of Research Methods I (Onderzoeksmethodiek I)

**Final competences**

- 1 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**

Group work, Lecture, Independent work

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

- Key concepts are discussed in the lectures.
- Interactive exercises in class
- Group assignment (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), and reporting (written).

#### **Study material**

Type: Handbook

Name: Marktonderzoek. Methoden en toepassingen, 5de editie, Pearson

Indicative price: € 70

Optional: no

Language : Dutch

Author : Patrick De Pelsmacker en Patrick Van Kenhove

ISBN : 978-9-04301-725-1

Number of Pages : 506

Oldest Usable Edition : 5th

Online Available : No

Available in the Library : No

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : regularly

Type: Slides

Name: Onderzoeksmethoden II

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Number of Slides : 400

Available on Ufora : Yes

Online Available : Yes

Available in the Library : No

Available through Student Association : No

#### **References**

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

Questions during the sessions, by e-mail, or by appointment.

#### **Assessment moments**

end-of-term and continuous assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Participation, 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**

**Periodic evaluation:** written exam (theory and exercises) in which knowledge of the concepts, the ability to apply the theory, and the ability to interpret research results are assessed.

**Permanent evaluation:** the group assignment is evaluated on the basis of:

1 a powerpoint presentation (= management report/executive summary)

2 a short technical report

**Peer assessment:** students rate each other on their contribution to the group assignment.

Based on this peer assessment, the result of team member can be adjusted.

**Participation:** Students participate in experimental research (3 credits, optional).

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

**Periodic evaluation:** 60%

**Permanent evaluation:** 40%

**Peer assessment:** The criteria and impact of the peer evaluation will be announced via Ufora.

**Participation:** +5% (optional)