

Research Methods for Business I (F710232)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>			
Credits 3.0	Study time 90 h	Contact hrs	30.0 h	
Course offerings and teaching methods in academic year 2021-2022				
A (semester 2)	Dutch	Gent	seminar: coached exercises	12.5 h
			online lecture	0.0 h
			guided self-study	5.0 h
			lecture	12.5 h
			online seminar: coached exercises	0.0 h
B (semester 1)	Dutch	Gent	seminar: coached exercises	12.5 h
			online lecture	0.0 h
			guided self-study	5.0 h
			lecture	12.5 h
			online seminar: coached exercises	0.0 h

Lecturers in academic year 2021-2022

Vanderhoudelingen, Véronique	EB25	lecturer-in-charge
Vercruyssen, Davy	EB25	co-lecturer

Offered in the following programmes in 2021-2022

	crdts	offering
Bachelor of Science in Business Administration	3	A
Linking Course Master of Science in Business Administration	3	B

Teaching languages

Dutch

Keywords

Planning a study, information skills, qualitative research methods, writing a research report

Position of the course

At the end of this course students should be able to formulate researchable questions, design a research project to answer a research question, read and evaluate scientific texts, find relevant information sources, collect and analyse secondary data and give a written presentation.

Contents

The nature of business and management research
 Formulating and clarifying the research topic
 Information skills
 Critically reviewing the literature
 Formulating the research design
 Selecting samples

Using secondary data

Collecting primary data

Language skills: Dutch spelling and grammar, reading comprehension, formulation skills and written presentation.

Initial competences

See Economics A, Economics B, Statistics I:

Owning a good basic knowledge of the main (micro-)economic models and concepts. Being able to use this knowledge to interpret (better) current (micro-)economic parameters and changes.

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Knowledge of theoretical concepts, models, macroeconomic variables, analyses etc. that are specific to the field of an introductory level. Insight into the relations between economic variables and evolutions. Being able to apply this basic framework for solving exercises, cases and macroeconomic problems.

Being able to apply some (descriptive) statistical techniques: how to organize and arrange data.

Being able to interpret graphs and statistical measures. Being able to understand and apply basic concepts of probability.

Final competences

1 Find and formulate researchable questions on business.

2 Consult the most important sources of scientific literature

3 Give a written presentation on a business research

4 Develop critical reading skills for business research

5 Judge the reliability of different sorts of secondary data.

6 Give a good reasoning for working with representative or non-representative samples

7 Give the differences between structural, semi-structural and informal observations and interviews.

8 Name the different types of scientific sources

9 Judge the quality and usefulness of sources

10 Consult the most important sources of business-related data

11 Distill relevant information from scientific sources with the aid of a template

12 Academic writing in Dutch: focus on structure, writing style, Dutch and APA-references.

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

Guided self-study, lecture, seminar: coached exercises, online lecture, online seminar: coached exercises

Extra information on the teaching methods

Learning paths: academic language skills (Dutch)

Seminars: information skills, research methods, writing a summary

Learning materials and price

Exercises and texts (Ufora)

Exercises Taalproef (Curios)

References

Course content-related study coaching

Learning Paths: language skills for researchers (Dutch)

Peerreview and guided exercises

Online feedback (summary)

Template (distill relevant information from scientific sources with the aid of a template)

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Written examination with open questions, written examination with multiple choice questions, assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

Assignment: summary (8)

Online test: information skills (4)

Online test: research methods (4)

Online test: language skills (4)

Second-term examination period: retake of the exercises the student did not pass (less than 5/10)

Calculation of the examination mark