

Research Methods for Business III: Research Project (F710400)

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

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

Credits 5.0

Study time 150 h

Contact hrs

15.0h

Course offerings and teaching methods in academic year 2021-2022

A (semester 2)

Dutch

Gent

research project

15.0h

Lecturers in academic year 2021-2022

Defloor, Bart

EB21

staff member

Ovaere, Marten

EB21

staff member

Verhofstadt, Elsy

EB21

lecturer-in-charge

Offered in the following programmes in 2021-2022

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

crdts

offering

5

A

Teaching languages

Dutch

Keywords

Research competences, research topics within (business)economics, integrated application, literature review, research design, quantitative analysis, reporting.

Position of the course

Research Methods for Business III: Research project is focused on integrating the generic research skills, taught in Research Methods: Introduction and Research methods: Quantitative analysis, in a research theme within Business Economics. to autonomously work out a master thesis in the field of their specialization.

Contents

Students work in groups of three on a research report. This consists of
-) A research design with accompanying bibliography. The research design consists of research question, type of research, conceptualization, social and scientific relevance, and a bibliography.

-) Testing hypotheses using bivariate analyses and multivariate regression
The data are available for the students. On the basis of their research design the students formulate hypotheses which they analyse both using suitable bivariate analyses and multivariate regression in SPSS.
The research design is defended: students give a pitch.

Initial competences

The course builds upon certain final competences of the courses Research Methods for Business I: Introduction and Research and Research Methods for Business II: Quantitative analysis methods for Business II: Quantitative analysis.

Final competences

- 1 Read, analyse and process scientific literature (with references conform the rules).
- 2 Make a research design
 - a. Make a clear, informed and innovative research question (possibly with sub-questions) using the field survey and literature review.
 - b. Conceptualize
 - c. Describe how (through which global method) the research question can be answered.
 - d. Determine the social and scientific relevance of a research subject or

question.

- 3 Write a critical review of the literature
 - a. Use the appropriate research strategy
 - b. Find and select appropriate literature
 - c. Prepare a bibliography
- 4 Develop a research question, hypotheses and approach.
 - a. Formulate relevant hypotheses for the research question
 - b. Specify the kind of needed data
 - c. Determine the appropriate methods of analysis.
- 5 Analyse data and report
 - a. Apply the appropriate analysis techniques
 - b. Correctly interpret statistical results.
 - c. Reflect the results to hypotheses and literature.
- 6 Motivate and defend ideas.

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

Research project

Extra information on the teaching methods

Students work in group on assignments. They get periodic feedback of their promoter.

Learning materials and price

Articles (or reference) are given by the promoter.
Task descriptions and data will be made available through the online learning platform.

References

Daniël Coninckx, Luc Van Ootegem, Elsy Verhofstadt (Reds.), *Praktijkboek Bronnen zoeken, vinden en verwerken online/offline, Met onderzoeksvoorbeelden voor diverse (bedrijfs) economische domeinen*, Lannoo, 2012

Course content-related study coaching

Feedback on assignments
By appointment

Assessment moments

continuous assessment

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

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

Examination methods in case of permanent assessment

Participation, 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

First term:
Assessment of the report (group mark)
With adjustment according to participation and effort.
Second term:
Depending on the first term: rework the group assignment (in group) or similar individual assignment. The student have to work on the assignment without supervision. The report is submitted the first day of the 2nd term.

The student does not have to retake these parts.

Calculation of the examination mark

Report (groupmark, possible adjustment based on participation/effort).

