

## 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**

5

**offering**

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).