Course Specifications
Valid as from the academic year 2018-2019

Research Methods for Business (F710240)

Course

Specifications

Lecturers in academic year 2018-2019
Verhofstadt, Elsy
EB21

Offered in the following programmes in 2018-2019
Bachelor of Science in Business Administration
3
B

Linking Course Master of Science in Business Administration
3
A

Preparatory Course Master of Science in Business Administration
3
A

Preparatory Course Master of Science in Complementary Studies in Economics
3
A

Dutch

Statistics, linear regression, multivariate statistics, surveying and analyzing data, applications using SPSS

Position of the course
In this course students will acquire the theoretical and practical knowledge necessary for collecting and analyzing data for research. The students learn how the theoretical basis that they have acquired in Statistics can be applied in concrete cases. Additionally, new methods are taught, and especially the classical linear regression model is studied thoroughly. Students gain insight into how a concrete statistical or econometric problem can be modeled by means of practical applications. The students also learn to work with the computer package SPSS

Overview of a number of analysis and regression methods: which method is when appropriate. By means of a concrete research project, the different research phases are studied. Main attention is on the collection and analysis of primary data (sampling, preparation of questionnaire, coding and analyzing collected data)

Initial competences

(Authorod)
Certain competencies of the courses Statistics for Business I and II and Research Methods for Business 1.

Final competences
1 Decide on the most appropriate data collection method for a specific research question.
2 Formulate hypothesis for a research question and test these hypothesis.
3 Use statistical methods and regression analysis in research on concrete and economic cases.
4 Report scientifically about statistical output.
5 Use SPSS in order to solve economic problems and handle survey data.
6 General scientific competences such as a critical attitude and problem solving skills.

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, practicum, self-reliant study activities, seminar: practical PC room classes

Extra information on the teaching methods
Guided self-study: a limited part of the theoretical knowledge is acquired through self-study with support through Minerva.
PC class exercises: the students acquire theoretical knowledge in alternation with making exercises on the computer and during these sessions they can ask questions to the teacher.
Lab/Assignments: the students can work on their assignment in the PC room and are guided by the teacher and an assistant.

Learning materials and price
McClave, Benson en Sincich, Statistiek, Een inleiding voor het hoger onderwijs
Coninckx, Van Ootegem & Verhofstadt, Bronnen zoeken, vinden en verwerken

References
Coninckx D., Van Ootegem, L. & Verhofstadt, E. (2012), Bronnen zoeken, vinden en verwerken

Course content-related study coaching
Possibility to ask questions during exercise sessions.
Assignments: feedback during the work (lab) and through Minerva

Evaluation methods
end-of-term evaluation and continuous assessment

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

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

Examination methods in case of permanent evaluation
Participation, assignment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is not possible

Extra information on the examination methods
Written exam: 80%
Individual assignments that students have to submit during the semester (= 20%).
Second period: written exam. The scores on the NPE from the first period are retained.

Calculation of the examination mark
Continuous assessment (20%) and periodical evaluation (80%).

(Approved)