Course Specifications
Valid as from the academic year 2018-2019

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

- Credits: 6.0
- Study time: 180 h
- Contact hrs: 15.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 2) Dutch project 15.0 h

Lecturers in academic year 2018-2019

- Beelaerts, Michiel [EB25, staff member]
- Bleys, Brent [EB21, staff member]
- Carette, Philippe [EB21, staff member]
- Castro, Damaris [EB21, staff member]
- Defloor, Bart [EB21, staff member]
- De Pauw, Evelien [EB25, staff member]
- Desmidt, Sebastian [EB23, staff member]
- De Wulf, Nicolai [EB25, staff member]
- Gjymshana, Erik [EB22, staff member]
- Goeminne, Stijn [EB21, staff member]
- Goyvaerts, Dave [EB22, staff member]
- Hoebeeck, Annelies [EB25, staff member]
- Jonckheere, Lieven [EB23, staff member]
- Limère, Veronique [EB24, staff member]
- Meir, Jos [EB21, staff member]
- Moons, Jan [EB24, staff member]
- Peferoen, Ludo [EB25, staff member]
- Ronsse, Stijn [EB21, staff member]
- Schalembier, Benjamin [EB21, staff member]
- Schraepen, Pieterjan [EB25, staff member]
- Smits, Nik [EB21, staff member]
- Sohier, Lieze [EB21, staff member]
- Storms, Eddy [EB25, staff member]
- Van Cauter, Luc [EB21, staff member]
- Van der Stricht, Geert [EB21, staff member]
- Van Elsen, Greg [EB25, staff member]
- Van Looy, Amy [EB24, staff member]
- Van Ootegem, Luc [EB21, staff member]
- Van Ooteghem, Saskia [EB21, staff member]
- Verbruysse, Davy [EB22, staff member]
- Vermeire, Jacob [EB23, staff member]
- Voets, Joris [EB25, staff member]
- Verhofstadt, Elsy [EB21, lecturer-in-charge]

Offered in the following programmes in 2018-2019

- Bachelor of Science in Business Administration: 6 credits, A offering
- Linking Course Master of Science in Business Administration: 6 credits, A offering

Teaching languages

- Dutch

(Approved)
Keywords

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

Position of the course

The bachelor 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. The phases of the research process are followed in guided assignments. In the master, the research competences are further developed in specialized research methodology courses so that students are prepared to autonomously work out a master thesis in the field of their specialization.

Contents

Task 1: Literature analysis + research design
A) Identifying Key elements in existing literature and synthesize: Each student analyses a number of empirical papers, using an analysis table. Students gain (in group) feedback on the performed analysis. Based on the table and the received feedback, each student writes a synthesis text. This text is the basis for Part B.
B) A research design with accompanying bibliography: Students work in groups of 4-6 students (under supervision) on a research design (research question, type of research, conceptualization, social and scientific relevance) with bibliography. The result is presented / defended.

Task 2: Testing hypotheses using bivariate analyses and multivariate regression
Students work in groups of 2 or 3 students on this assignment. The promoter gives each group a specific research question related to a review article. The data are available for the students. On the basis of the article the students formulate hypotheses which they analyse both using suitable bivariate analyses and multivariate regression in SPSS. Students write a report about it of about 10 pages.

Initial competences

The final competences of the courses Research Methods for Business 1 and 2

Final competences

1 Read, analyse and process scientific literature into a review (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

Project, bachelor's dissertation

Extra information on the teaching methods

Students work individual or 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 materials (articles, data, analysis table, ..) 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

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

Participation, assignment, peer assessment

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

First term:
Assessment of
1) Synthesis text (individual mark)
2) Research design (group mark)
3) Report quantitative analysis (group mark)
With adjustment according to participation and effort.

Second term:
The collaboration assignments are replaced by similar individual assignments. The student have to work on the assignments without supervision. The synthesis text and the table and / or the research proposal and / or the report are submitted the first day of the 2nd term.

For the assignments passed in the first term, the points are used for the second term. The student does not have to retake these parts.

Calculation of the examination mark

Task 1:
• 10 points for the synthesis text (individual mark): with the preparation of the table the student can win or lose up to 2 points.
• 10 points for the written research proposal (group mark, possible adjustment based on peer evaluation): with the (individual) preparation/participation/presentation (defense) the individual student can win or lose up to 2 points.

Task 2:
• 10 points for report (groupmark, possible adjustment based on peer evaluation).

If the student did not participate at a separate evaluation component of the course (or has less than 4/10 for one of the three components), the student can not pass. If the average is 10 or more, the score will be reduced to 9/20.