

## General Methodology of Scientific Research in Management Sciences (D012145)

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.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 4.0	<b>Study time</b> 120 h	<b>Contact hrs</b>	30.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	Dutch	Gent	group work	1.25 h
			lecture	17.5 h
			lecture: plenary exercises	3.75 h
			seminar: practical PC room classes	3.75 h
			guided self-study	3.75 h

### Lecturers in academic year 2020-2021

De Regge, Melissa	EB23	lecturer-in-charge
Verleye, Katrien	EB09	co-lecturer

### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Master of Science in Physical Education and Movement Sciences (main subject Sports Policy and Sports Management)</a>	4	A

### Teaching languages

Dutch

### Keywords

Methodology, business research, qualitative research, case study research, survey research, NVivo

### Position of the course

Management scientists must be able to perform sound empirical research. Empirical research is research based on observable data in reality / practice. The aim of this course is to give students the opportunity to gather general and specific scientific knowledge about and being able to support in designing, implementing, analysing, reporting and presenting their own research and in assessing research of others. The emphasis here is on business and management research. This course prepares students specifically for the Master's Dissertation. The specific goals are:

- Acquiring insight in the management sciences;
- Developing a research proposal and selecting a research strategy in the management sciences with specific focus on survey research, qualitative research and case study research;
- Preparing for the Master's Dissertation.

### Contents

- Part 1: Introduction into the management sciences and research methodologies
- Part 2: Qualitative research in the management sciences
- Part 3: Case study research
- Part 4: Survey research
- Part 5: The use of Nvivo

### Initial competences

You can download the list of prerequisites on <https://oasis.ugent.be/oasis-web/curriculum/voorkennisvancursus?cursuscode=D012145&taal=en>.

The course of "Methodology: quantitative research for healthcare", "statistics for healthcare; theory" and "statistics for

healthcare: data-analyse" must be simultaneously followed.

### **Final competences**

- 1 To have insight in the nature of management and policy sciences in terms of theory development, scientific practice and decision making.
- 2 To acquire knowledge of the different steps in management and business research, more specific on qualitative research, survey research and case study research.
- 3 To identify and critically evaluate the value of international research in the management and policy sciences.
- 4 To have knowledge of and criticize the different research methods and techniques.
- 5 To prepare, conduct, evaluate, code and analyse empirical research with the appropriate software in function of a management or policy topic.
- 6 To write a report on the application of research methods.

### **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, group work, lecture, lecture: plenary exercises, seminar: practical PC room classes

### **Extra information on the teaching methods**

The group assignment is related to one part of the courses. The PC-exercises are related to the training of Nvivo and the individual task. The self study is related to different international publications (including publications of teachers in international peer-reviewed journals).

### **Learning materials and price**

Slides (available via Ufora)

Articles (available via Ufora)

### **References**

Creswell John W., Qualitative inquiry and research design: choosing among five approaches. Sage Publications, 2018

Yin RK, Case study Research and applications: design and methods, Sage Publications, 2018

### **Course content-related study coaching**

Interactive session and personal feedback

### **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**

Assignment, peer assessment

### **Possibilities of retake in case of permanent evaluation**

examination during the second examination period is possible

### **Extra information on the examination methods**

The written exam consists out of open.

Non-periodic evaluation is based on the group and individual assignment in the first and second exam term. In both cases a report must be handed in and peer evaluation will be organised.

### **Calculation of the examination mark**

PE Written exam: 70% of the total points

NPE group assignment: 30% of the total points

NPE Individual task ; required to submit before participation of the written exam.

The student must participate in the written exam, the individual task and the group

assignment.

Students must pass the group assignment, the individual assignment and the written exam to be passed in total.

### **Facilities for Working Students**

The work students must be able to execute the assignments.