

Research Methods I (F000851)

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.

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

Credits 3.0 **Study time** 90 h **Contact hrs** 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	English	Gent	online seminar: practical PC room classes	0.0 h
			lecture	7.5 h
			online discussion group	2.5 h
			seminar: practical PC room classes	2.5 h
			lecture: plenary exercises	2.5 h
			seminar: coached exercises	2.5 h
			group work	7.5 h
			online lecture	0.0 h

Lecturers in academic year 2020-2021

Van Lippevelde, Wendy EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

	crdts	offering
Bachelor of Science in Business Economics	3	A
Exchange programme in Economics and Business Administration	3	A
Preparatory Course Master of Science in Business Engineering	3	A

Teaching languages

English

Keywords

Writing a scientific paper; Secondary information sources/desk research: methods of data collection and data analysis; Qualitative research methods: data collection and analysis

Position of the course

The objective of this course is twofold:
1/ to obtain insight in identifying and processing secondary sources and 2/ to obtain insight in qualitative research methods that are applicable to several areas of business economics (marketing, accounting, finance).

Contents

These course specifications hold for students of Business Economics (TEW)

- Writing an academic paper
- Secondary sources of information/desk research: data collection methods and data analysis
- Data collection methods for qualitative research
- Analysis of qualitative data
- Software for qualitative data analysis

Initial competences

A basic knowledge of the different aspects of management (marketing, finance, production, accountancy).

Final competences

- 1 Write a basic academic paper
- 2 Select and use the most appropriate methods and techniques of data gathering to conduct qualitative research
- 3 Select and use the most appropriate methods and techniques of data analysis to conduct qualitative research.

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

Group work, lecture, online discussion group, lecture: plenary exercises, seminar: coached exercises, seminar: practical PC room classes, online lecture, online lecture: plenary exercises, online seminar: practical PC room classes

Extra information on the teaching methods

Students study the course content prior to each class • In each lecture the key elements will be discussed in depth • In class exercises • (in class) group assignments with group presentation

Learning materials and price

powerpoint slides (and other files), available via Ufora

References

Course content-related study coaching

The teaching material describes the key learning concepts. The teaching assistant may be consulted about specific problems. Handouts (power point) are available. Feedback is provided after each team assignment.

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 in modified form

Extra information on the examination methods

Written (theory and exercises) about knowledge of basic concepts, and practical application of theory, and interpretation of research results.

Calculation of the examination mark

Permanent: 50% and end-of-term evaluation: 50%. Peer evaluation will be used for the group assignments. The criteria and impact of the peer evaluation will be announced via Ufora. Students must pass for permanent and end-of-term evaluation