

Research methods for business

Number of ECTS : 3

Language of instruction: English

≡ DESCRIPTION OF THE COURSE

Research is a critical component of successful organizations' management functions (marketing, supply chain, human resources, finance, ...). Research reduces the risk involved in managerial decision-making. Research has to be rigorous in its design and implementation to generate accurate results.

In this course, you will learn about the different steps of the research process – starting from study objectives to the presentation of results. You will discover both qualitative and quantitative research methods necessary to answer problems faced by companies.

≡ OBJECTIVES OF THE COURSE

To be able to write research objectives, study protocols, interview guide and questionnaire

To be able to evaluate qualitative and quantitative research methods and different data collection techniques

To be able to prepare frameworks for data processing and analyses

To be able to present the results of research studies

≡ CONCEPTS STUDIED

Phases of research, study protocols, focus groups, personal interviews, surveys, sampling techniques

≡ LEARNING METHODS

- Theoretical lectures to present and explain the concepts
- Case studies in teams of five students to apply the concepts
- In-class activities to practice

≡ EVALUATION

In-class exercises to analyze concrete situations of companies

Homework with written and oral deliveries to testing students' ability to make proposals, linked to the situations analyzed

Continuous assessment (50%)

- Students will conduct qualitative and quantitative research from the redaction of their objectives to the presentation of their results

End of semester written exam (2 hours) (50%)

- Multiple choice questions, open-ended questions, questions regarding the application of concepts

≡ BIBLIOGRAPHY

Essentials of Business Research Methods 4th Edition, 2019

by Joe F. Hair Jr. (Author), Michael Page (Author), Niek Brunsveld (Author)
Routledge

≡ EVALUATION METHODS

50 % : Continuous assessment

50 % : Written examen

1

Introduction to Research

Lecture: 02h00

Introduction to Research

- Relevance of research in business, its objectives, and limitations
 - Different steps of a research process
 - Problem definition, research objectives
 - Quick overview of different research tools and explaining the difference between qualitative and quantitative research methods
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2

Problem Recognition and Types of Data

Lecture and exercises: 02h00

Problem Recognition and Types of Data

- Difference between primary and secondary data
 - The research objectives
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3+4

Qualitative Research 1

Lecture and exercises: 04h00

Qualitative Research 1

- Different qualitative data collection techniques (focus groups, semi-structured individual interviews etc.)
 - Sampling plan and recruitment of participants for a qualitative study
 - Tools for carrying out a qualitative study (interview guide or activity guide)
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5+6

Qualitative Research 2

Lecture and exercises: 04h00

Qualitative Research 2

- Focus on projective techniques
 - Possible sources of error in a qualitative study
 - Introduction to processing of qualitative data: thematic content analysis
 - Introduction to the presentation of results of a qualitative study
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7

Oral Presentation

02h00

8+9

Quantitative Research 1

Lecture and exercises: 04h00

Quantitative Research 1

- Different quantitative data collection techniques (Surveys, experiments, etc.)
- Sampling plan and recruitment of participants for a quantitative study
- Preparation of a questionnaire (structure and types of questions)
- Possible sources of error in a quantitative study

**10+
11**

Quantitative Research 2

Lecture and exercises: 4h00

Quantitative Research 2

- Introduction to processing quantitative data: univariate statistics, data visualization etc. (see office e-learning module)
- Introduction to the presentation of results of a quantitative study

CE: Drafting of a survey questionnaire (correction)

12

Oral Presentation

02h00

CA: Analysis and presentation of the results of a quantitative study (in-class group presentation)
