Course title: Research Methods in Business Administration

Coordinator(s): Prof. dr. Wendelien van Eerde

Lecturer(s): Dr. Wendelien van Eerde

Study period: February 2019 - March 2019

ECTS: 6 ECTS

Tuition: € 600

Course goals: Upon successful completion of the course, students will
• Have acquired academic knowledge of research approaches and strategies
• Have learned to match the design of a study with a research question
• Have a deeper knowledge of qualitative and quantitative data analysis
• Be able to critically evaluate the quality of the research design of a study
• Be able to evaluate the quality of data sources
• Have started developing their skills at communicating about research methods orally and in writing

Course Content: This course serves as a continuation on the course on philosophy of science. It will involve both the theory behind the research and the practice of conducting research. This includes the familiarisation on how to formulate a research question, to design a study, to collect data, and to analyse data.

The goals of this course are as follows:

• To formulate research questions and to match these with appropriate strategies for a study;

• To acquaint the students with different strategies for designing studies in business and management, such as the survey, the case study, the quasi-experiment and the experiment;

• To assess methodological strengths and weaknesses of these strategies;

• To prepare the students for advanced research methodology courses by discussing concepts used in quantitative and qualitative research;

• To design a study by means of writing a research proposal.
Form of tuition
Weekly two, two-hour interactive lectures will be given in which the students need to prepare and present relevant materials.

Assessment
The assessment consists of:

1. Individual presentations in class (30%);
2. An individual, written proposal (70%).

Conditions to pass the course:

• Attendance is mandatory. To pass the course, students cannot miss more than one class;
• The written proposal (as partial grade) and the final grade should be 5.5 or higher.

Resit:

• Students can only retake the written proposal;
• Results obtained for the other assignments will remain valid for the resit.

Literature
Course material is available on the Blackboard/Canvas site of the course.

Course structure
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