



## COURSE SYLLABUS

# Research Methods: Design, Implementation and Analysis, 7.5 credits

*Research Methods: Design, Implementation and Analysis, 7,5 högskolepoäng*

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Course Code:	JRMK14	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Sep 15, 2014	Disciplinary domain:	Social sciences (70%) and technology (30%)
Revised by:	Council for Undergraduate and Masters Education Oct 22, 2014	Subject group:	FE1
Valid From:	Jan 19, 2015	Specialised in:	G1F
Version:	2	Main field of study:	Business Administration
Reg number:	IHH 2014/4473-122		

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## Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

### *Knowledge and understanding*

- Elaborate on - and describe the epistemological views on creating new knowledge.
- Evaluate the role of theory and empirical research in the creation of research questions and the building of new theory.
- Demonstrate knowledge of the research process.

### *Skills and abilities*

- Use theory and empirical research in order to formulate relevant research questions.
- Independently design, implement and analyze qualitative and quantitative research.
- Demonstrate the skills needed to write academically and appeal to various audiences.

### *Judgement and approach*

- Assess and critically evaluate the issue of demarcation between science and pseudoscience.

## Contents

This course uses a modular structure that can be followed at the student's own pace. Each of the six modules include lectures from experts in the respective field and are accompanied by PowerPoint slides and suggestions for further reading. In the first module, the philosophical roots underpinning research such as the epistemological basis for generating scientific knowledge and the demarcation between science and pseudoscience are presented. Following this, module two provides a discussion on searching for relevant literature in order to form sound empirical and theoretical understanding of the phenomenon being researched. The third and fourth modules cover aspects of crafting research reports, understanding the research process, advice on how to write a thesis, and how to begin problematizing and formulating a purpose for a research project. In module five, a number of research methodologies are introduced which will help students to determine an appropriate data collection strategy. Included (among other topics) in this module are sampling issues, case study research, surveys, interviews and experiments. Finally, in module six, methods for analyzing and presenting your data, such as inferential statistics,

qualitative/quantitative content analysis are presented.

### Type of instruction

- Internet based lectures are provided on each topic in all six modules (accompanied by power-point presentations).
- Topics are separated into six modules which can be completed at self directed pace.
- Self study and learning is expected by way of suggested additional readings.
- Individual research projects are used to reinforce the lectures and suggested readings.

The teaching is conducted in English.

### Prerequisites

30 credits in Business Administration or Economics (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

All modules must be fulfilled and all assignments approved before the student obtains a grade on the course. The final course grade totals the points accumulated across the assignments. The character of these assignments will vary in order to examine the different learning objectives. The assignments include individual essays, seminars, group presentations, and quizzes.

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other

author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

## Course literature

### *Literature*

- Collis, J. and Hussey, R. Business Research: a practical guide for undergraduate and postgraduate students. Palgrave Macmillan. Latest edition.
- Articles and Internet sources.