

Number of ECTS credits : 3

Course language : English

Course leader : LOMBART CINDY

Speakers : UNTILOV Olga

≡ COURSE DESCRIPTION

The main aim of this course is to provide students with the knowledge and skills required to conduct and document research. The course provides the students with an opportunity to engage in different research activities such as research process, literature review, case study, experiments, nethnography, data analysis and reporting (written and oral). In this course, students will thus learn about the different steps of the research process –starting from research problems to the presentation of results. Students will discover advanced qualitative and quantitative research methods.

≡ COURSE OBJECTIVES

To be able to

- Identify and formulate research problem.
- Identify valuable sources of information (through literature review, case studies, ...).
- Apply different advanced qualitative and quantitative research methods.
- Analyze results and formulate conclusions.

≡ TACKLED CONCEPTS

Research process, literature review, case study, nethnography, experimentation

≡ LEARNING METHODS

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

≡ EXPECTED WORK AND EVALUATION

- In-class exercises
- Homework with written and oral deliveries

100 % : Continuous Assessment

≡ BIBLIOGRAPHY

Essentials of Business Research Methods 4th Edition, 2019

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

Research methods for business 8th Edition, 2019

de [Mark N. K. Saunders](#) (Auteur), [Philip Lewis](#) (Auteur), [Adrian Thornhill](#)

≡ EVALUATION METHODS