



## COURSE SYLLABUS

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

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

---

<b>Course Code:</b>	JRMK14	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b>	Social sciences (70%) and technology (30%)
<b>Revised by:</b>	Council for Undergraduate and Masters Education Nov 19, 2020	<b>Subject group:</b>	FE1
<b>Valid From:</b>	Jan 19, 2021	<b>Specialised in:</b>	G1F
<b>Version:</b>	6	<b>Main field of study:</b>	Business Administration

---

### Intended Learning Outcomes (ILO)

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

#### Knowledge and understanding

1. Elaborate and describe the epistemological views on creating new knowledge.
2. Describe the role of theory and empirical research in creating research questions and the building or elaborating theory.
3. Differentiate between different research methods and the application of theoretical frameworks.

#### Skills and abilities

4. Use theory and empirical research to formulate relevant research questions.
5. Independently design, implement, and analyze qualitative and quantitative research.
6. Demonstrate the skills needed to collect empirical material, write academically, and develop a scientific report.

#### Judgement and approach

7. Assess and critically evaluate science/pseudoscience, ethics in research, research limitations, and future possibilities.

### Contents

The importance and relevance of conducting scientific research is imperative for our understanding of phenomena, issues and problems which are around us. Therefore, it is of immense importance that students understand how to conduct, design, implement, analyze and interpret research with a scientific and systematic approach. Specifically, the course will help students to understand, the philosophical roots underpinning research such as the epistemological basis for generating scientific knowledge and the demarcation between science and pseudoscience. Furthermore, the course provides students an opportunity to discuss approaches for searching relevant literature in order to form sound empirical and theoretical understanding of the phenomenon being investigated. The course also covers 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 and its relevance for practice. A number of research methodologies are introduced which will help students to determine an appropriate data collection strategy. Included (among other topics) are sampling issues, case study research, surveys, interviews and experiments. Finally, methods for analyzing and presenting your data, such as inferential statistics, qualitative/quantitative content analysis, grounded theory are presented.

### Connection to Research and Practice

Research methods cover both the theoretical and practical side of the topic, focusing on understanding and evaluating theoretical frameworks and its applications through empirical material. For instance, the course draws on multiple research focus areas at JIBS and provides students with an opportunity to develop theoretical models and empirically explore them through quantitative and qualitative methods. The course is also based on a real project where students collect primary data and present their findings and analysis in the final group seminar.

### Type of instruction

Lectures, guest lectures, seminars, student presentations, quantitative and writing labs.

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.

- Course project and presentation (ILOs 1-4, 6-7) representing 2 credits
- Assignments (ILOs 1, 5-7) representing 1.5
- Individual examination (ILOs: 1, 2, 5-7) representing 4 credits

Registration of examination:

Name of the Test	Value	Grading
Course project and presentation <sup>1</sup>	2 credits	A/B/C/D/E/FX/F
Assignments <sup>1</sup>	1.5 credits	A/B/C/D/E/FX/F
Individual examination <sup>1</sup>	4 credits	A/B/C/D/E/FX/F

<sup>1</sup> The grade is reported when all compulsory elements have been successfully accomplished. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy - A/B/C/D/E/FX/F.

### 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.