

Tárgytematika / Course Description Research Methodology

KGNM_GETA019

Tárgyfelelős neve /

Teacher's name: dr. Dusek Tamás Ákos

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

This course examines the fundamental concept and techniques of research with its focus on applied research. In addition, the class uses different techniques like qualitative and quantitative methods or tools.

Students will develop their qualitative and quantitative skills in research methods. They will explore the process of research, problem definition and the approach of the problem, the different types of information, sampling methods and statistical analysis. This course begins with the basics of marketing research and ends with a complex research project.

At the end of the semester students will be able to 1) identify and differentiate the main types of information, 2) formulate a research design and 3) analyze and understand a special market phenomenon using statistical softwares (e.g. NVivo or Spss). Using these skills students can work more efficiently and easily.

TANTÁRGY TARTALMA / DESCRIPTION

1. Introduction , details about the course
2. Business and management research, formulating and clarifying the research topic
3. Critically reviewing the literature
4. Understanding research philosophy and approaches to theory development
5. Using secondary data
6. Short presentation of the groups
7. Research design
8. Research strategies
9. Collecting primary data through observation Collecting primary data using semi-structured, in-depth and group interviews
10. Sampling methods
11. Collecting primary data using questionnaires
12. Analyzing qualitative data
13. Analyzing quantitative data
14. Presenting the project report

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Tasks

During the semester the students have to work in groups, and have to make a research design and a complex research. The aim is to show the process of the research.

Related to the lecture the groups have to work with their own theme, and have to present it several times.

Milestones of the research and assignment

1.	Research aim and research design	10%
2.	Conducting the secondary data	20%
3.	Research questions and hypothesis	10%
4.	Qualitative research and its results	20%
5.	Quantitative research and its results	20%
6.	Presentations	20%

Evaluation

0-50	insufficient
51-65	sufficient
66-80	average
81-90	good
91-100	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Saunders, M. – Lewis, P. – Thornhill, A (2016): Research methods for business students, Pearson

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL