

## Tárgytematika / Course Description

### Research Methodology

NGM\_VG101\_1

**Tárgyfelelős neve /**

**Teacher's name:** dr. Szőke Júlia

**Félév / Semester:** 2016/17/1

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/2/0

**Tárgy féléves óraszám /**

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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

**Overall aim:** to develop course participants' research skills.

**Objectives:**

- to make students reflect upon several aspects of academic research;
- to acquaint them with different types and methods of academic research as well as their rationale;
- to practice the comparing and contrasting of previous research findings when writing a literature review;
- to provide students with the opportunity to plan and conduct their own research; write up a research design and present it.

**Expected outcomes:**

Having completed the course participants are expected to be able to

- plan and conduct academic research;
  - form an opinion of the quality of a piece of academic research.
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### TANTÁRGY TARTALMA / DESCRIPTION

**Course contents/week:**

1. Course description, course requirements.
2. Science and scientific research.
3. Thinking like a researcher.
4. The research process.
5. Theories in scientific research.
6. Research design.
7. Measurement of constructs.
8. Scale reliability and validity.
9. Types of data collection.
10. Data analysis.
11. Research ethics.
12. Presentations.
13. Presentations.
14. Course evaluation.

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## SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

### Course requirements

#### Prerequisite for end-of-term signature:

- attendance of lessons (not more than 4 missed double-classes)
- a presentation of the design of a piece of own research (including a short review of literature)

#### Assessment criteria

##### end-of-term 'offered' mark:

- |   |           |
|---|-----------|
| • contribution (discussions, off-class assignments) | 40 points |
| • presentation of own research                      | 20 points |
| • literature review                                 | 20 points |

or

#### oral examination on the covered topics:

71 points – 80 points: excellent (5)

61 points – 70 points: good (4)

51 points – 60 points: fair (3)

41 points – 50 points: pass (2)

0 – 40 points: fail (1)

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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

### Compulsory reading:

Bhattacharjee, Anol 2012. *Social Science Research: Principles, Methods and Practices*. 2<sup>nd</sup> edition. *Textbooks Collection*. Book 3. [http://scholarcommons.usf.edu/oa\\_textbooks/3](http://scholarcommons.usf.edu/oa_textbooks/3)

### Recommended readings:

Babbie, Earl R. 2010. *The Practice of Social Research* (12th ed.). Belmont: Wadsworth.

Kvale, Steinar 1996. *InterViews: An Introduction to Qualitative Research Interviewing*. Thousand Oaks: Sage.

Smith, Scott M. – Albaum, Gerald S. 2010. *An Introduction to Marketing Research*. Qualtrics Survey Univesity.

Smith, Scott M. – Albaum, Gerald S. 2012. *Basic Marketing Research. Volume 1. Handbook for Research*

*Professionals.* Qualtrics Labs Inc.

Smith, Scott M. – Albaum, Gerald S. 2013. *Basic Marketing Research. Building Your Survey* Qualtrics Labs Inc.