

RESEARCH METHODS

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0803.8.008.0	SEMESTER	255th
COURSE TITLE	research Methods		
INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	WEEKLY TEACHING HOURS		CREDITS
Total			5
COURSE TYPE general background, special background, specialised general knowledge, skills development			
PREREQUISITE COURSES	There are no prerequisite courses.		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English		
OFFERED TO ERASMUS STUDENTS	Yes (in English)		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES
Learning outcomes
The aim of this course is to provide students with an understanding of and the ability to apply the fundamental principles and methods that govern the design, implementation, and presentation of scientific research. The course familiarizes students with the stages of the research process, from formulating the research question to writing and presenting the research findings. Specifically, the course covers and examines: The formulation and clarification of the research topic The critical review of the relevant literature Research philosophy and the main approaches to theory development The development of the research design Negotiating access to the research field and issues of research ethics Sample selection and its methodological justification The use of secondary data The collection of primary data through observation The collection of primary data through semi-structured interviews, in-depth interviews, and focus groups The collection of primary data through questionnaires Quantitative data analysis Qualitative data analysis The writing and effective presentation of the research report Through this course, students gain a comprehensive understanding of the research process and develop the knowledge and skills required to design and conduct reliable, scientifically rigorous, and well-documented research projects.
General Competences

The course aims to enable graduates to acquire the following general competencies:

- The ability to search for, analyze, and synthesize data and information, using appropriate technologies where necessary.
- Adaptability to new situations.
- Decision-making skills.
- The ability to work independently and collaboratively as part of a team.
- The capacity to generate new research ideas.
- The ability to work effectively in interdisciplinary environments.
- The promotion of free, creative, and inductive thinking.

3. SYLLABUS

Research in Business, Management, and Economics; Research Journals; and the Purpose of This Book
 Formulating and Clarifying the Research Topic
 Critical Literature Review
 Research Philosophy and Approaches to Theory Development
 Developing the Research Design
 Negotiating Access and Research Ethics
 Sampling Techniques and Sample Selection
 Using Secondary Data
 Collecting Primary Data through Observation
 Collecting Primary Data through Semi-Structured, In-Depth, and Focus Group Interviews
 Collecting Primary Data through Questionnaires
 Quantitative Data Analysis
 Qualitative Data Analysis
 Writing and Presenting Your Research Report

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	Meetings with Erasmus Students	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students		
TEACHING METHODS The manner and methods of teaching are described in detail.	Activity	Semester workload
	Course total	
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	Course assessment will be based on the preparation of an empirical research project and its in-person presentation.	

5. ATTACHED BIBLIOGRAPHY

