

Number of ECTS credits : 3

Course language : English

Course leader : LOMBART CINDY

Speakers : AGNES Christine , VACHET Jérémy

≡ COURSE DESCRIPTION

Research is a critical component of successful organizations' management functions (marketing, supply chain, human resources, finance, ...). Research reduces the risk involved in managerial decision-making. Research has to be rigorous in its design and implementation to generate accurate results.

In this course, you will learn about the different steps of the research process – starting from study objectives to the presentation of results. You will discover both qualitative and quantitative research methods necessary to answer problems faced by companies.

≡ COURSE OBJECTIVES

To be able to write research objectives, study protocols, interview guide and questionnaire

To be able to evaluate qualitative and quantitative research methods and different data collection techniques

To be able to prepare frameworks for data processing and analyses

To be able to present the results of research studies

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO1 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 1 - Select and check information
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C4B learning goal	LG5 - Cooperation
C4B learning objective	LO14 - Work effectively in a team
Outcomes	Lev. 2 - Contribute to the development of a collective production

≡ TACKLED CONCEPTS

Phases of research, study protocols, focus groups, personal interviews, surveys, sampling techniques

≡ 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 to analyze concrete situations of companies

Homework with written and oral deliveries to testing students' ability to make proposals, linked to the situations analyzed

Continuous assessment (50%)

- Students will conduct qualitative and quantitative research from the redaction of their objectives to the presentation of their results

End of semester written exam (2 hours) (50%)

- Multiple choice questions, openended questions, questions regarding the application of concepts

≡ BIBLIOGRAPHY

Hair, J-F-J., Page, M., Brunsveld, N., Merkle, A., Cleton, N. (2023). [*Essentials of business research methods*](#). (5th ed.). Routledge.

≡ EVALUATION METHODS

50 % : Continous Assesment Research methods for business

50 % : Written Exam Research methods for business

≡ SESSIONS

1

Session 1

LECTURE & CASE STUDIES & EXERCISES : 02h00

Introduction to Research

2

Session 2

LECTURE & CASE STUDIES & EXERCISES : 02h00

Problem Recognition and Types of Data

3

Session 3

LECTURE & CASE STUDIES & EXERCISES : 02h00

Qualitative Research 1

4

Session 4

LECTURE & CASE STUDIES & EXERCISES : 02h00

Qualitative Research 2

5

Session 5

LECTURE & CASE STUDIES & EXERCISES : 02h00

Qualitative Research 3

6

Session 6

LECTURE & CASE STUDIES & EXERCISES : 02h00

Qualitative Research 4

7

Session 7

LECTURE & CASE STUDIES & EXERCISES : 02h00

Quantitative Research 1

8

Session 8

LECTURE & CASE STUDIES & EXERCISES : 02h00

Quantitative Research 2

9

Session 9

LECTURE & CASE STUDIES & EXERCISES : 02h00

Quantitative Research 3

10

Session 10

LECTURE & CASE STUDIES & EXERCISES : 02h00

Quantitative Research 4

11

Session 11

ORAL PRESENTATION : 02h00

Oral Presentation

12

Session 12

ORAL PRESENTATION : 02h00

Oral Presentation