

Prof. Claudio Vignali PhD

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# Research Methodology (CON6063)

## Syllabus

Winter Term 2018/2019

<b>Weekly hours:</b>	2 (45 minutes)
<b>ECTS-Credits:</b>	3
<b>Workload:</b>	90 hours, 30 hours within class and 60 hours for self-study
<b>Time:</b>	<a href="#">LSF</a>
<b>Begin:</b>	<a href="#">LSF</a>
<b>Level:</b>	Advanced
<b>Prerequisites:</b>	

### Outline of the course:

1. Research Philosophy
2. Marketing Research and Information Systems
3. Gathering Information
3. Qualitative Research
4. Qualitative Data Analysis
5. Quantitative Methods
6. Questionnaire Design

### Main literature:

Depends on the assignment's topic

**Additional literature:**

Depends on the assignment's topic

**Learning Objectives:**

By the end of the course, the students shall ...

- ... know their Research Philosophy.
- ... know the differences, pros and cons of quantitative and qualitative research.
- ... be able to construct a questionnaire.
- ... know the different research approaches.
- ... be able to write a scientific paper, e.g. must demonstrate a proper literature search through a qualified bibliography, have a proper index, and must follow qualified and systematic rules for quotations, formats, references, and the like.

**Course contributions to master programs' common learning goals:**

Program Goal/ Learning Outcome	Program Subgoal	Course Contribution
II. Systemic, analytical and instrumental/conceptual skills for solving theoretical and/or practical tasks in controlling, finance and accounting.		
	1. MACFA – Master graduates are able to pervade the complexity of scientific and/or practical assignments in controlling, finance and accounting using relevant models and concepts in accordance with predetermined norms,	X
	2. ... analyze these by means of scientifically sound methods	Students know methods for data collection and data analysis and their advantages and disadvantages.
	3. ... and based on the analysis of the results, develop independent, creative, reflected recommendations/ results/ answers to specific research questions and complex practical tasks, which are justified through empirical and/or theoretical evidence.	Researching, analysing and selection of relevant scientific literature, independent and differentiated line of argumentation.
III. Communicative and social skills to persuade others of designed solution proposals.		
	1. MACFA master graduates are able to convey independently developed solutions to third parties in a clear, concise and stylistically appropriate manner	Written exposition of results concerning Research Methodology.
	2. ... take formal specifications for scientific solutions into account	Students know the requirements for scientific papers and can apply them.
	3. ... argue in a convincing manner, whereby they present their solutions in a understandable, differentiated and sufficiently documented manner.	Students use appropriate sources for their line of argumentation.

**Teaching and Learning Approach:**

The course Research Methodology belongs to the electives, which allows the students to focus on their own needs and interests.

During the block seminar the students will get an introduction into Research Methodology. The introductory sessions follow a primarily lecture-style approach, combined with continuing active discussions in the class. The script and additional materials for the sessions will be given to the students prior to the course.

For the examination the students will have to work on a topic of Research Methodology, which was covered during the class. Thereby, the students have to prepare, to present and to discuss the topic of the case in a 10 - 12 pages term paper.

**Grading:**

The grading is based upon the quality of the term paper. The term paper should have a clear structure and your topics should focus on the main issues.

**Availability of the lecturer:**

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I do care about your learning. Therefore, do not hesitate to contact me if you have any questions/problems with your learning or with the course. The longer you wait the fewer options I will have to help you.