

Syllabus  
**CON6063E Research Methodology**  
Prof. Simona Mihai-Yiannaki  
Winter Semester 2023

<b>Level</b>	Master	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	30	
<b>Workload</b>	3 ECTS	
<b>Prerequisites</b>	Bachelor's degree in business administration/ economics with a focus on cost accounting, financial reporting, mathematics, statistics, investment and finance	
<b>Time</b>	See <a href="#">LSF</a>	
<b>Room</b>	See <a href="#">LSF</a>	
<b>Start Date</b>	See <a href="#">LSF</a>	
<b>Lecturer</b>	<b>Name</b>	Prof. Simona Mihai-Yiannaki
	<b>Office</b>	n.a.
	<b>Virtual Office</b>	n.a.
	<b>Office Hours</b>	Upon agreement
	<b>Phone</b>	07231-28-6077
	<b>Email</b>	alexandra.hagdorn@hs-pforzheim.de

## **Summary**

The course is part of the module Applied Research, which also includes the course Project Works that will take place during the second semester.

The course Research Methodology is mandatory for all MSc in Controlling, Finance and Accounting Students.

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.

## **Outline of the Course**

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.
- know the different research approaches.
- be able to write a scientific paper

The course contents are:

1. Research Philosophy
2. Research in Accounting and Finance
3. Gathering Information
3. Qualitative Research
4. Qualitative Data Analysis
5. Quantitative Methods
6. Questionnaire Design

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Method
			Term Paper
			100%
			Individual
<b>I Broadening and deepening of knowledge, and shaping an understanding of knowledge considering theoretical concepts and their practical relevance in controlling, finance and accounting.</b>			
I.1	Graduates have significantly deepened and broadened their knowledge and understanding of concepts, models and their possible applications in controlling, finance and accounting beyond the bachelor's level.	Graduates know the different research philosophies and research methods with regard to Controlling, Finance and Accounting.	X
I.2	Graduates are able to define and interpret special features, limits, terminologies and doctrines in controlling, finance and accounting.	Graduates know the differences, areas of application, advantages and disadvantages of quantitative and qualitative research methods with regard to Controlling, Finance and Accounting.	X
I.3	The knowledge of graduates forms the basis for the development and application of their independent ideas in controlling, finance and accounting, which they can critically evaluate through their broad and detailed understanding, even in specialised areas.	Graduates know how to derive research gaps and to determine research question. They are able to identify and apply the appropriate research methods.	X
I.4	Graduates are able to solve practical and scientific problems in controlling, finance and accounting on the basis of their scientific and methodological knowledge.	Graduates are able to solve practical and scientific problems in controlling, finance and accounting by applying a suitable research approach.	X
<b>II Application of knowledge and the use of problem-solving skills also in unfamiliar situations, as well as in broader or multidisciplinary contexts with controlling, finance and accounting.</b>			
II.1	Graduates are able to use their knowledge in controlling, finance and accounting also in complex contexts and on the basis of limited information, to make scientifically sound decisions and to critically reflect on possible consequences.	Graduates are able to apply research methodology to complex contexts in controlling, finance and accounting.	X
II.2	Graduates are able to acquire new knowledge and skills independently and to carry out application-oriented projects in controlling, finance and accounting largely self-directed or autonomously.	Graduates know how to gather, analyse and use information of any kind with regard to controlling, finance and accounting projects.	X
II.3	Graduates can design adequate research questions, choose and justify concrete ways of operationalising research, select appropriate research methods and critically interpret research results.	Graduates can design adequate research questions, choose and justify concrete ways of operationalising research, select appropriate research methods and critically interpret research results.	X
<b>III Communication, social competence and professional appearance for objective discussion and convincing third parties of proposed solutions.</b>			
III.1	Graduates are able to communicate in a subject-related manner and in a way that is appropriate for the target group and to communicate independently developed solutions to third parties in a clear, concise and stylistically adequate way.	Graduates are able to write a scientific paper following appropriate research methodology.	X
III.2	They consider the scientifically adequate formal guidelines and standards of professional action for their solution concepts.	Graduates are able to write a scientific paper applying given formal guidelines and applying referencing standards.	X
III.3	Graduates discuss in a convincing manner in which they present their proposed solutions and their professional actions. Their argumentation is comprehensible, differentiated and sufficiently substantiated and reflect on them with regard to alternative propositions.	Graduates are able to write a scientific paper following the standards and rules of academic writing.	X

## **Teaching and Learning Approach**

The students will benefit of knowledge and modern activities and interaction with peers in their area of interest. 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 of the course applied to their area of research.

## **Literature and Course Materials**

Saunders, B. et al. (2019): Research Methods for Business Students, 8th ed.

Smith, M. (2022): Research Methods in Accounting, 6th ed.

## **Assessment**

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.