

COURSE OUTLINE

1. GENERAL

SCHOOL	ADMINISTRATIVE ECONOMIC AND SOCIAL SCIENCES		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	51-Y4-AE5	SEMESTER OF STUDY	5th
COURSE TITLE	RESEARCH METHODOLOGY		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		3	5
COURSE UNIT TYPE	Compulsory in specialization		
PREREQUISITES :	None		
LANGUAGE OF INSTRUCTION/EXAMS:	ENGLISH		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

This course will provide students with an opportunity to develop knowledge and understanding of the role and conduct of quantitative and qualitative research methods in management. The course equips students with the skills to review and conduct methodologically sound research as a part of their academic and professional life.

Upon completion of the course students should be able to:

- Locate, analyze and synthesize information by using the relevant literature
- Apply effective, creative and innovative solutions to research problems
- Understand the links between theory and practice
- Design and carry out quantitative and qualitative research
- Use an appropriate referencing style
- Analyze statistical data and test hypotheses
- Select the appropriate sampling technique
- Test the validity and reliability of questionnaire
- Write and present findings

General Skills

- Individual work
- Work in a cross-cultural context

3. COURSE CONTENTS

The course is organized around topics such as:

- Literature Reviews and Data Base Searches
- The Role of Theory in Research Design and Delivery
- Research Ethics and Engaging Cultures
- Communicating Research Outcomes
- Qualitative Methods 1
- Qualitative Methods 2
- Research Analysis
- How to Write up a Research Project
- Group Verbal Presentations on Research Proposals

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of University of West Attica (Moodle or Eclass)	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Individual Project/class discussions	26
	Preparation of Individual Project	20
	Independent and Directed Learning	40
	Total	125
ASSESSMENT METHODS	<p>I. Final Written Exam (60%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions or true/false questions - Short answer questions <p><u>Evaluation Objective:</u> To understand the fundamentals of the course. <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Teamwork (30%) (Summative Evaluation): Development of a research proposal <u>Evaluation Objective:</u> To examine students' skills. <u>Evaluation Criteria:</u> Completeness of the project</p> <p>III. Laboratory Exercise (10%) (Formative Evaluation): Concerns issues covered by laboratory lessons. <u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the laboratory lessons. <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation. Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Book:

Mark N.K. Saunders, Philip Lewis, Adrian Thornhill (2009). Research Methods for Business Students- Fifth edition, Pearson Education Editions.

Selected Articles from academic journals such as:

International Journal of Social Research Methodology

Sustainability Journal

Serbian Journal of Management