

GENERAL DATA

Program title	MBA - International Business
Course	Research Methods
Course ID <input type="text"/>	Year of study: 2018/2019
NAME OF LECTURERS:	FH-Prof. PD Dr. Bernd Ebersberger, (guarantor, lecturer) Mag. Regina Obexer, M.Ed. (lecturer)

COURSE DESCRIPTION

Research Methods explores the various forms of research methods, research design and research process in both qualitative and quantitative paradigms including ethics in research. This course is fundamental in preparing students to successfully conduct their Major Research Project.

It enables students to understand the relation of research with knowledge and inquiry. It explains the range of epistemologies and research methods; and sensitizes students to research errors and ethical issues that must be considered while formulating research design. Basics about developing a research prospectus are also provided.

LEARNING OUTCOMES

Upon completion of this subject, students are able to

- describe the nature of research, including knowledge, inquiry, personal style, and research competence
- discuss the stages in the research process
- examine the types of research approaches including quantitative and qualitative research designs, experimental and quasi experimental designs, and mixed-method research
- identify and address research errors and ethical issues that can creep into research studies
- describe the elements of a research prospectus and write a basic research prospectus

REQUIRED READINGS

The relevant information can be found in the Studypack and consists of the courseware for this course. Additionally, there are articles for this subject to be read.

Babbie E.: The Practice of Social Research, International Edition. 12th ed. Cengage Learning, 2009

Salkind N.J.: Exploring Research. 8th ed. Pearson Education, 2011

ADDITIONAL ARTICLES AND LINKS FROM THE COURSEWARE (STUDYPACK)

DIDACTICS, TEACHING METHOD, EXAM PROCEDURE

Course: 3 ECTS = 75 hours of study load (1 ECTS = 25 hours of study load)

Mode of delivery: distance learning/e-learning

Planned learning activities and teaching methods: Integrative assessment

Assessment methods and criteria: Integrative assessment plus final project (Research Proposal)