

Research Methods in Social Sciences Samhällsvetenskapliga forskningsmetoder

7.5 credits

7.5 högskolepoäng

Ladok Code: 22SF2D

Version: 1.0

Established by: The Teaching Committee 2013-12-11

Valid from: Spring 2014

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Business Administration (A1N), Informatics (A1N)

Disciplinary Domain: Social sciences

Prerequisites: Passed courses of 60 Credits in Business Administration or Informatics or equivalent.

Subject Area: Business Administration

Grading Scale: ECTS-credits

Content

The course covers the following topics:

- Theoretical concepts within the field of business research, their meaning and the relation between concept and meaning
- Research strategies and research design in social studies in general and in the field of business research in particular
- Research ethics
- Data collection, quantitative and qualitative methods in the field and at the desk
- Analysis of quantitative and qualitative data
- Usage of the statistical software SPSS
- Representation and presentation of research data
- Representation and presentation of research results
- Reflective work on both quantitative and qualitative methods, individually and in group.

Learning Outcomes

The overall goal of the course is to educate and train the students in the use of scientific methods as these are used in the social sciences in general, and in business research in particular

After course completion, the student should be able to:

Knowledge and understanding

1. identify and define relations and connections between different methodological concepts that are used in the social sciences in general, and in the business research community in particular.
2. conceptualize problems identified in the business practice and translate and operationalize these into research problems suitable for further qualitative and quantitative indepts studies.

Skills

3. based on the problem at hand, choose appropriate method and design the study with practical considerations accounted for.
4. communicate research work and research results orally and in writing.

Values and attitudes

5. relate to different research perspectives and to evaluate these perspectives in relation to research traditions that are found in the relevant areas of interest.
6. analyze and evaluate both quantitative and qualitative methods within the field of business research.
7. critically reflect on the challenges of scientific work methods in general and in business research in particular.

Forms of Teaching

Instruction is based on a series of lectures, two seminars and tutoring in direct relation to handling of data and data analysis. The course starts with an introductory lecture where relevant notions are presented together with a description of research strategies and research design in social studies. The students are presented with research problems with a purpose to identify concepts, notions and indicators for advanced studies. The coherence of a study is emphasized in the transition from practical problem to research results. The students will author a three part report, which will be presented and discussed at two seminars. The lectures will be held in English.

Forms of Examination

Examination consists of three written assignments (two group assignments and one individual assignment, learning outcome 1-7), active participation in the seminars (learning outcome 4) and an individual exam (learning outcome 1). For the grade Pass (E, D and C) for the entire course, the minimum requirement is approval on all assignments, participation in all seminars and Pass for the individual exam. For the grade Pass with distinction (A and B) on the entire course a further requirement of Pass with distinction on the individual exam and at least one Pass with distinction on one of the written assignments is needed. In a final grade, a student may not receive a higher grade than what has been achieved in the individual forms of examination.

Student rights and obligations at examination are according to guidelines and rules for the University of Borås.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Bryman, Alan and Bell, Emma (latest edition). *Research Methods in Business*. ed. Oxford: Oxford University Press

SPSS Software (statistics)

Student Influence and Evaluation

The course is evaluated in accordance with the school's guidelines, in which students' views will be obtained. The results of the evaluation will be published and fed back to participating and prospective students in accordance with the school's guidelines, and will provide the basis for future course and program development.

Miscellaneous

The course is offered within the Master's programs in Business Administration and Informatics, as well as in the program Business Informatics with specialisation in International Marketing and IT.