

COURSE DETAIL

RESEARCH METHODOLOGY

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

University of London, Queen Mary

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Statistics Business Administration

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

RESEARCH METHODOLOGY

UCEAP Transcript Title

RESEARCH METHODOLOGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores the range of methodologies in business and management research. It examines the different epistemological and methodological perspectives of the area. This is the basis for exploring how to search the relevant academic literature and identify interesting questions for research. Most of the course is devoted to exploring different methodological approaches to collecting and analyzing data. The class covers both quantitative (e.g. survey research) and qualitative methods (e.g. case studies, interviews). Students identify a relevant research topic and conduct an independent research project while being sensitive to issues of validity and reliability of their work's outcomes. The seminar sessions are delivered in a lab format with emphasis on the use of research software: SPSS for quantitative and NVivo for qualitative data analysis.

Language(s) of Instruction

English

Host Institution Course Number

BUS007

Host Institution Course Title

RESEARCH METHODOLOGY

Host Institution Course Details

<http://www.busman.qmul.ac.uk/our-students/ugmodules/modules/research-methodolog...>

Host Institution Campus

Queen Mary, University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business and Management

Course Last Reviewed

2018-2019

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