

# 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 Campus

Queen Mary, University of London

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

School of Business and Management

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