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 METHODOLGY
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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