

COURSE TITLE		Business Research Methodology				
Code	ECS401	Level of study	graduate			
Course teacher	Professor Slađana Pavlinović Mršić; Professor Silvia Golem	Credits (ECTS)	6			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	-	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	To ensure acquisition of skills and abilities for comprehension and conduction of business research. Students will master essential research concepts and methods and will be able to apply them in their own research project.					
Course enrolment requirements and entry competences required for the course	<p><b>Course signature requirements:</b> as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes.</p> <p><b>Entry competencies:</b> English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).</p>					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Determine how to implement a business research, compare different research approaches, and assess their strengths and weaknesses within the context of own research. – level 6</p> <ol style="list-style-type: none"> <li>1. Identification of different business research phases and comprehend importance of ethical issues and principles related to business research – level 6</li> <li>2. Related different types of research and evaluate their applicability to a specific research question – level 6</li> <li>3. Apply basic principles of critical literature review – level 6</li> <li>4. Conduct literature overview independently by applying different literature search methods, identify keywords, assess relevance, value and accessibility, and use and correctly cite different academic sources – level 6</li> <li>5. Differentiate various types of data, metric scales, and conduct independently data search and analysis – level 6</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	H	Topic	H		
	Introductory lecture.	2	Nature of business research. Research process.	2		
	Ethics in business research. Ethical issues by research phases.	2	Plagiarism. Ethical issues and principles and data collection. Application of Turnitin.	2		

	Research approach and design. Definition of a research problem.	2	From idea to research project. Research phases. Research structure.	2
	Critical literature review	2	Data collection. Overview of literature sources.	2
	Referencing.	2	Referencing. Practical training – Literature review	2
	Research proposal.	2	Research proposal. Quiz 1.	2
	Sampling methods.	2	Sampling methods.	2
	Collecting primary data.	2	Observation. Interview.	2
	Research instrument design	2	Research instrument design. Case study. Correction of Literature review.	2
	Analysing qualitative data. Difference between qualitative and quantitative data.	2	Preparing data for analysis. Different approaches to qualitative research. Inductive and deductive approach.	2
	Analysing quantitative data.	2	Preparing, inputting and checking data. Descriptive statistics. Examining relationships, differences and trends.	2
	Introduction to research databases. Presentation of research results.	2	Search and use of research databases. Research report structure. Quiz 2.	2
Writing style and language. Case study	2	Writing a research report.	2	
Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> <u>independent assignments</u> <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)	
Student responsibilities	<p>Students taking this course are expected to attend classes (at least 50%) and to complete the assigned tasks. Completion of a practical task (application of Turnitin, literature database search and Literature review), and quizzes (70% of total points) is expected of all students taking this course. Any violation against this rule may cause the ineligibility to take the final exam.</p> <p>Eligibility for Mid-term test is conditional on attainment of 60% of total points at Quiz 1 and on acceptance of Literature review. Mid-term test is passed if referencing exercises are correct and if 50% out of total points is obtained.</p> <p>Eligibility for the end-term test is conditional on pass of Mid-term test, positive assessment of Literature review and 70% of total points from two quizzes. Positive exam assessment is conditional on correctly resolved referencing exercises.</p>			

Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1,75 ECTS	Research		Practical training	1 ECTS
	Experimental work		Report		Quizzes (Other)	1,5 ECTS
	Essay		Seminar essay		(Other)	
	Tests	1,75ECTS	Oral exam		(Other)	
	Written exam	1,75*ECTS	Project	1,5ECTS	(Other)	
Grading and evaluating student work in class and at the final exam	<p>Two quizzes, a practical task, a mid-term and an end-term test will be organised. Only students who have passed the mid-term test will be allowed to take the end-term test. Alternatively, students can take the written exam which will be organised during the examination period or by continuous elaboration and presentation of a research project.</p> <p>Final grade is composed of the following elements: 25% quizzes and 75% written exam (or mid-term and end-term tests). Up to 10 additional point can be obtained conditional on in-class participation. These points are taken into account only during the first exam period. Student must complete all the components in order to obtain a positive grade in this course.</p> <p>*Students who have passed mid- and end-term tests or elaborate and present a research project, do not have to take the final exam.</p>					
Required literature (available in the library and via other media)	<b>Title</b>			<b>Number of copies in the library</b>	<b>Availability via other media</b>	
	Saunders, M., Lewis, P. i Thornhill, A. (2019): <i>Research Methods for Business Students</i> , 8. ed., Prentice Hall, Essex			3		
Optional literature (at the time of submission of study programme proposal)	Kanazawa, M. (2018): <i>Research Methods for Environmental Studies: A Social Science Approach</i> , Routledge, New York					
Quality assurance methods that ensure the acquisition of exit competences	<p>Registering students' attendance and success in carrying out of their duties (lecturer).</p> <p>Monitoring lectures and practice sessions (Vice Dean for Education).</p> <p>Students' Performance analysis in each course (Vice Dean for Education).</p> <p>Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre).</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>					
Other (as the proposer wishes to add)	The course is taught in Croatian and/or in English.					

2021./2022.

19/10/21 – 2. Sj. FV