A. General Description of Module

Course objectives
The course aims at providing a comprehensive understanding of the diverse research methods used in the Social Sciences in general, and in management in particular. It also aims at sharing the required skills for choosing and implementing those methods. The respective uses and usefulness of the main research methods will be discussed, as well as and their relevance for the study of contemporary Social Science and management research issues.

Main topics
The course follows the structure of the textbook (references below) by Saunders and al. (2012, 6th ed., or 2009, 5th ed.):
• Defining what is research [in management]… and what is not
• Understanding research philosophies and approaches
• Formulating and clarifying a topic
• Critically reviewing the literature
• Formulating the research design
• Collecting data
• Analysing data
• Writing and presenting a research report

B. Sequence in detail

Session 1 / January, 21, am: Defining research [in management] and research philosophies

Preparation (during session):
  o Diagnosing your research philosophy
  o Case study: "Consultancy research for a not-for-profit organization", Saunders & al., 2009

Session 2 / January, 21, pm: Clarifying a research topic and critically reviewing the literature

Readings:

Preparation (during session):
  o Formulate and test your research topic
  o Select the relevant literature for your research project

Session 3 / January, 22, am: Formulating the research design

Readings (before session):
Preparation (during session):
  o Choose the main dimensions and define the major steps of your research design

Session 4 / January, 22, pm: Data collection methods (I): quantitative data (secondary data, surveys, …)

Readings (during session)

Session 5 / January, 24, am: Data collection methods (II): qualitative data (interviews, observations,…)

Readings (before session):

Session 6 / January, 28, am: Analysing data (I): quantitative analysis (statistical data analysis)

Readings (during session):

Sessions 7 / January, 28, pm: Analysing data (II): qualitative analysis (coding, interpreting,…)

Readings (before session):

C. Readings:

The main textbook used for this class has been chosen for its focus on the central topics that will be addressed during this course. Some additional academic articles will also be available, most of them being devoted to NPOs: each of these articles is an illustration and an application of a specific research method or design. Students are expected to prepare the assignments and readings prior to every session. Some sessions will be conceived as “workshops” during which the students’ research projects and/or other scholars’ research papers will be discussed.

<table>
<thead>
<tr>
<th>Title</th>
<th>Research Methods for Business Students</th>
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<tbody>
<tr>
<td>Authors</td>
<td>Saunders M., Lewis Ph., Thornhill A.</td>
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D. Assessment breakdown:

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<tr>
<th>Components</th>
<th>Percentage of final grade</th>
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<tr>
<td>• Building a research project (based on the students’ thesis subject, if possible), including the research question and issue, the research design and methods with a quantitative part and a qualitative par</td>
<td>50%</td>
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<tr>
<td>• Final exam (critically discussing the research method / design of a paper)</td>
<td>50%</td>
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