Course: Research Methods in Business Management
Code: 10BBA80001

Type: Required Year: 2 Semester: 2
ECTS Credits: 2
Language: Spanish:
Coordination:

Faculty:
Joan Sureda Pascual

Course requirements:
Statistics I

Previous knowledge:
Apart from the courses from Year One and the first term of Year Two, this course will also require skills of rigor, ability to analyse and discuss, meaning a capacity for connecting work with relevant practical and research areas and, finally, the ability to assess any contribution made.

Workload distribution:
Lectures: 15 hours
Participatory sessions: 6 hours
Independent work: 33 hours
Tutorials / feedback: 6 hours

Course contribution to the programme:
The course provides the student with a general overview of the quantitative and qualitative method of research in Social Science investigation, with the dual aim of enabling the student to understand what it means to design a research project, and to obtain the ability to think critically when assessing projects. It is difficult these days to begin research without knowledge of the variety of methodological approaches, from question and hypothesis formulation, research design and data-gathering tools to data analysis and presentation of the results. Students usually regard all these as separate aspects, and it is essential that they integrate them into a holistic unit, forming a research methodology. Furthermore, given the amount of data they are dealing with these days, the course needs to introduce students to techniques and statistics models that are realistic — meaning appropriate for the analysis of multivariate data.
**Course learning objectives:**

After studying this subject, students should be able to:

- Use critical reasoning.
- Identify the necessity of information to adequately support decision processes (decision models)
- Understand the various stages that research requires, and which of them are essential for specific practical application in a management area.
- Have a global view of the research process, from the justification/motivation for the research question, down to carrying out the research work itself.
- Decide on the best approach – qualitative or quantitative – to the research question and the set of data obtained from the research design.
- Read the appropriate literature for their career development.

**Skills developed:**

The ability to acquire, understand and structure the information needed to investigate critically.

Permanent learning: understanding the use of the work done and the skills acquired; especially the need to cultivate a critical attitude and enthusiasm for continuous learning.

Making decisions and judgements in complex situations.

**Contents and methodology:**

Block 1. Introduction to research stages. Specific investigation vs. Information System for decision-making.
Block 2. Information search strategies. Information sources. Primary and secondary.
Block 4. Quantitative methods: Data gathering techniques. Questionnaires.
Block 5. Research techniques and models of analysis of multivariate data.
Block 6. Presenting and defending research project proposals.
Block 7. Maximising the proposal. Feedback session.

Students will work in groups to apply the knowledge and tools provided during the lectures. They will have databases built up by the course Professors from specific research projects carried out in Marketing or Human Resources areas.

**LECTURES**

In Blocks 1,2 and 4, Professor-led lectures will be combined with student participation in the presentation and discussion of subjects based on reading materials given to the students.
previously.

Block 6 is basically participatory, as is part of Block 7.

**TUTORIALS**

The students will have tutors to assess them in the work they are doing. The first session will be compulsory, to clarify concepts and set guidelines for the work. After this first session, attendance will be voluntary, except for a second follow-up session, which the tutor will schedule if the group does not request it.

**Evaluation:**

In the group work mentioned in the previous section, students must show that they are able to put a research project into context and set parameters (literature review), as well as understanding how to design and apply the correct methodology for its development. To do this, there will be an assessment of the defence of a written or oral research proposal (10%) in Blocks 6 and 7 of the previous section, and the definitive paper (65%), to be submitted four weeks later. An individual final exam, at the end of the course, will contribute to establishing the final grade (25%).

Evaluation of skills will be done by tutors, based on their follow-ups both of groups and their presentations.

**Core bibliography:**


John Gill; Phil Johnson (4ª edición, 2010). Research Methods for Managers. Sage