

Course description

Course title: Research methodology	Neptune code of course: GTGKG2512MLA Institute offering the course: Institute of Economic Theory and methodology
	Course type: Compulsory
Course coordinator: Sáfrányiné Dr. Gubik, Andrea, associate professor, andrea.gubik@uni-miskolc.hu , Room, 417, main building	
Teaching staff involved: -	
Recommended semester: 2 nd	Precondition: -
Number of lessons/week: 12/semester	Acknowledgement of course completion: exam
Credit value: 3	Training format (part-time/full-time): part-time
<p>Aim and content of course:</p> <p>The aim of this course is to equip students with knowledge and skills in using different research methods not only to conduct research activities but also to handle everyday situations and to make sound decisions at workplaces. For example, how to think carefully when buying consumer goods, decreasing staff turnover, deciding on training courses, etc. Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • Distinguish between different research methods and apply the right method, • Demonstrate an understanding of scientific inquiry such as research design, conceptualization, operationalization, measurement and evaluation and apply these concepts in group work assignments. • Think more critically and rationally and apply different problem-solving techniques. <p>The subject contributes to the improvement of students' problem-solving ability and critical attitude, as well as enables the development of their methodological competence.</p> <p>Competences to be developed:</p> <p>knowledge: M:4,12, ELM: 4, SZV:4, MBA:3, RK: 4, VSZ: 4, VF: 4, NG: 4,8</p> <p>skill: M:1,4,6, ELM: 1,7, SZV: 1,5, MBA:1,4,5,6, RK: 1,3,4,5, VSZ: 1,4, VF: 1,4,6, NG: 1,3,5,6</p> <p>attitude: M:2, ELM: 2,3,5, SZV:2, MBA:2,3, RK: 3,4,5, VSZ: 2,5, VF: 3, NG: 3</p> <p>autonomy and responsibility: M:1, ELM: 1,5, SZV:1,8, MBA:1,6,7, RK: 1,4, VSZ: 1,4, VF: 1,6, NG: 1,6</p>	
Thematic description of course content:	
<p>Lecture:</p> <ol style="list-style-type: none"> 1. Human inquiry and science 2. Research design 3. Formulate a research question 4. Formulate a research question - practice 5. Literature review 6. Conceptualization, operationalization, and measurement 7. Sampling 8. Data collection methods: Questionnaire, 9. Data collection methods: Interview, Field research 10. Data collection methods: Experiment 11. Unobtrusive research (content analysis, analysing existing statistics, comparative and historical research) 12. Data collection methods: Evaluation research; 13. Data collection methods: Case study 14. Ethics 	

Method and evaluation of in-semester assessment:

The colloquium can be obtained by the successful completion of an exam during the exam period.

Completion requirements and evaluation criteria for seminar grades and exams:

Theoretical questions (50 percent) and practical questions (50 percent). In the framework of the practical questions, the students have to outline plans for solving different workplace and academic research problems. The written exam is evaluated on a five-grade scale (1-5): excellent (22-24); good (19-21); average (16-18); passed (12-15); failed (0-11). The exam is 24 points in total. The duration of the exam is 50 minutes.

Other information:

Semester: 2024/2025 2nd

Lectures:

22.03.2025, 2.20 p.m. – 7.20 p.m., online (the link will be sent in a Neptun message before the consultation)

26.04.2025, 8.30 a.m.- 13.30 p.m., online (the link will be sent in a Neptun message before the consultation)

Lecturer's consultation date: Monday 8.00 – 10:00 a.m. A4/417

If the University switches to distance learning for any reason (epidemic situation, energy situation), students will be informed of the procedures (class attendance, assessment, etc.) via a Neptun message, which will overwrite the information set in this syllabus.

Please monitor your Neptun messages and check the data and contact information you have entered in the Neptun System. On the e-learning interface of the University of Miskolc, you can find additional information, study materials, and solved exam papers on the subject.

Compulsory literature:

Saunders, M.; Lewis, P. & A. Thornhill (2019). Research Methods for Business Students (8th Edition), Pearson Education (ISBN 1292208783)

Babbie, E. (2013). The practice of social research. Wadsworth, Cengage Learning

ppt presentation of the lectures

Recommended literature:

Bryman, A., Bell, E. (2011). Business Research Methods. Oxford University Press

Veal, A.J. (2005). Business Research Methods. A Managerial Approach. Pearson Education

Leary M.R. (2004): Introduction to behavioural research methods. Pearson Education

Costa, C. & Condie, J. (eds.) (2020): Doing Research in and on the Digital. Research Methods across Fields of Inquiry. Routledge (ISBN 9780367460150)

Fielding, N.G., Lee, R.M. & Blank, G. (eds.) (2016): The SAGE Handbook of Online Research Methods (second edition) SAGE Publications Ltd (ISBN: 9781473918788)

Bell, E., Bryman, A. & Harley, B. (2018). Business Research Methods (Fifth Edition). Oxford University Press (ISBN: 9780198809876)

Hill, C.A., Biemer, P.P., Buskirk, T.D., Japiec, L., Kirchner, A., Kolenikov, S. & Lyberg, L.E. (eds.) (2020): Big Data Meets Survey Science: A Collection of Innovative Methods. John Wiley & Sons (ISBN:9781118976326)