

SYLLABUS for the course Research Methodology

Basic data for the course	
Academic unit:	Faculty of Economics
Title of the course:	<u>Research Methodology</u>
Level:	Master
Status of the course:	Obligatory
Year of studies:	I
Number of hours per Week:	2
ECTS credits:	8
Time/location:	Faculty of Economics, University of Prishtina "Hasan Prishtina"
Tutor:	
Tutor's contact details:	
Content of the course	
	This course covers topics such as research process, from their beginning, through formulation of the topic and final research report writing. Research Methodology will enable students to equip with fundamental knowledge on research design, quantitative (sampling, statistical hypothesis testing, data reduction technique, ANOVA, correlation and linear econometric modeling) and qualitative methods (interviewing, observation, narrative technique, focused groups) and will equip them with skills to use with competence application of software packages, and academic writing styles in their research thesis or similar research projects in the business related fields. More specifically, students will be able to: generate research questions, demonstrate knowledge to conduct literature review in the critical manner, evaluate the research approaches and strategies – research design, analyze quantitative and qualitative information, understand implication of ethics in their research, understand and apply sampling procedures, present and assess numerical information and use SPSS.
Course's objectives:	The aim of this module is to prepare students for research work, capable of successful completion of their master thesis/research topic by applying adequate research design, and methods in their field. The students will be able to use SPSS in analysing quantitative data, analyse qualitative data, and produce sound research report in adequate format for the level of master thesis.
The expected outcomes:	At the completion of the course the student will be able to: <ul style="list-style-type: none">• Be capable of generating research ideas.• Demonstrate the research skills required to undertake a critical literature review.• Evaluate appropriate research approaches and strategies.• Analyse both qualitative and quantitative information using appropriate research techniques and related software

	<ul style="list-style-type: none"> • Appreciate the implications of access, ethics and sampling techniques. • Present, analyse and evaluate numerical data 		
The students' workload (hours per semester, ECTS)			
Activity	Week	Hours	Total
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies	2	1	2
Direct contact with tutor	1	15	15
Field research	2	4	8
Colloquiums(tests)	2	2	4
Homework	2	15	30
Individual study (at library or at home)	2	15	30
Final preparation for the exam			
Evaluation	18	2	36
Projects, presentation etc.	2	15	30
Total			200
Teaching methods:	<p>This module will be based on the interactive lectures and students' teamwork. Short illustrative cases will be analyzed, requiring students' involvement in discussing and solving these research issues underlined in cases. Each student is obliged to successfully complete a research project proposal, which needs to be presented in class in order to get feedback, suggestions from the lecturer and other students. The format and criteria for evaluation of the research proposals will be given during the classes. This student's individual project requires students to be familiarized with the basic concepts on research design, literature review and research strategies. Themes will be determined with approval of the lecturer. Students are advised to choose topics that are likely to serve as basis for their master dissertations.</p>		
Assessment methods:	<p>Evaluation methods and passing criteria: 10% active participation in the class; 30% preparation and presentation of a project; Test 1 = 30%; Test 2 = 30%. Project is compulsory.</p> <p>Concretization means / IT: Computer and projector, computer lab. Considerable time will be devoted to the analysis of numerical data on SPSS.</p> <p>Ratio between the theoretical and practical part of teaching: 60% of the course is based on teaching theory, whereas 40% is organized in a practical way through case studies, discussion of presentations.</p>		
Literature			
Basic literature:	<p>1. Saunders, M., Lewis, P., & Thornhill, A. (2017). <i>Research methods for business students</i>. Pearson education.</p>		

	<ol style="list-style-type: none"> 2. Bob Mathews, Liz Ross. <i>Metodat e Hulumtimit. Udhëzues praktik për shkencat sociale dhe humane</i>. Centre for Democratic Education, Tiranë, 2010
Additional literature:	<ol style="list-style-type: none"> 1. Bryman, A. (2008) <i>Social Research Methods</i>, 3rd ed. Oxford: Oxford University Press. 2. Denscombe, M. (2004) <i>The Good Research Guide for Small-Scale Social Research Projects</i>, 2nd ed. London: Open University Press. 3. Field, Andy. <i>Discovering statistics using IBM SPSS statistics</i>. sage, 2013. 4. M. Saunders, P. Lewis and A. Thornhill (2009;5th edition) <i>Techniques of Policy Research and Analysis for Business Students</i> (Harlow: Financial Times Prentice Hall); 5. Si të Shkruajmë një Punim Kërkimor, Boce, E, Qendra për Arsim Demokratik, Tiranë, 2004;

The detailed plan of work:	
Week	Topic
<i>Week 1</i>	Introduction – ideas generation and core concepts
<i>Week 2</i>	Research approaches and strategies
<i>Week 3</i>	Reviewing and evaluating literature
<i>Week 4</i>	Critical reasoning and academic writing
<i>Week 5</i>	Research Design and Sampling techniques.
<i>Week 6</i>	Questionnaire design and development
<i>Week 7</i>	Qualitative research methods: Observational and interview research
<i>Week 8</i>	EXAMINATION TEST NO. 2
<i>Week 9</i>	Analysing quantitative data: hypothesis development and testing, ANOVA, MANOVA
<i>Week 10</i>	Analysing quantitative data: multivariate analysis, linear regression
<i>Week 11</i>	Analysing quantitative data using SPSS
<i>Week 12</i>	Analysing qualitative data: Interviewing and Focus groups, critical incidents approach, Ethnography.
<i>Week 13</i>	Writing and presenting your project report
<i>Week 14</i>	Project Presentations
<i>Week 15</i>	EXAMINATION TEST NO. 2

Academic policies and code of conduct:
Any student who participates in cheating in ANY WAY including, but not limited to: (1) Using lecture/study notes or summaries in any form during examinations, (2) Copying examination answers, (3) Failing to cover answers on an examination, (4) Giving and/or receiving examination questions and/or answers, (5) Removing an examination from the classroom, and/or (6) Giving or receiving assistance on an assignment that goes beyond that allowed by

your instructor, WILL RECEIVE A FAILING GRADE IN THIS COURSE. ALL ASSIGNMENTS AND EXAMINATIONS FOR THIS CLASS ARE TO BE DONE INDEPENDENTLY UNLESS STATED OTHERWISE BY YOUR INSTRUCTOR.