

## SYLLABUS for Introduction to Reserch Method

Basic data for the course	
<b>Academic unit:</b>	Faculty of Economics
<b>Title of the course:</b>	<b>Introduction to Reserch Method</b>
<b>Level:</b>	Bachelory
<b>Status of the course:</b>	Obligatory
<b>Year of studies:</b>	First year – Second semester
<b>Number of hours per week:</b>	2+0
<b>ECTS credits:</b>	4
<b>Time/location:</b>	Faculty of Economics, University of Prishtina “Hasan Prishtina”
<b>Tutor:</b>	Prof. Dr. Driton Balaj
<b>Tutor’s contact details:</b>	driton.balaj@uni-pr.edu
<b>Content of the course</b>	
	<p>This course will provide an opportunity for participants to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The topics of the course include:</p> <p>(1) Fundamental research approaches and philosophies, including positivism versus interpretivism (2) The use of theory, hypotheses, research questions and variables in management research (3) Research designs, sampling approaches and ethical issues (4) Basic terms and quality criteria in quantitative and qualitative research (5) Quantitative methods: factor analysis, correlation, regression, analysis of moderators and mediators, t-test, MANOVA, structural equation modeling, meta-analysis (6) Qualitative methods: interview approaches, the case study method, ethnography, grounded theory analysis, narrative analysis, critical management research</p>
<b>Course’s objectives:</b>	<p>The primary aim of this course is to introduce students to the majority of the quantitative as well as qualitative research methods used most frequently by <i>Business</i>, Finance and Management scholars. Basic knowledge of these methodological approaches is absolutely critical to the comprehension of academic publications, the evaluation of empirical studies and the design of own research projects</p> <p>The student will also be able to develop a literature review and a research methodology based on the selected topic. Additionally, students will use specified manuscript requirements in preparing</p>

	scholarly research proposals.		
<b>The expected outcomes:</b>	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• To define research, explain and apply research terms;</li> <li>• To describe the research process and the principle activities, skills and ethics associated with the research process;</li> <li>• To explain the relationship between theory and research;</li> <li>• To describe and compare the major quantitative and qualitative research methods in mass communication research;</li> <li>• To propose a research study and justify the theory as well as the methodological decisions, including sampling and measurement;</li> <li>• To Understand the importance of research ethics and integrate research ethics into the research process;</li> <li>• To be able to assess and critique a published journal article that uses one of the primary research methods in the field;</li> <li>• To be able to construct an effective questionnaire that employs several types of survey questions.</li> </ul>		
<b>The students' workload (hours per semester, ECTS)</b>			
<b>Activity</b>	<b>Week</b>	<b>Hours</b>	<b>Total</b>
Lectures	13	2	26
Seminar (theoretical and practical)			
Case studies			
Direct contact with tutor			
Field research			
Colloquiums (tests)	2	2	4
Homework			10
Individual study (at library or at home)			60
Final preparation for the exam			
Evaluation			
Projects, presentation etc.			
<b>Total</b>			<b>100</b>
Teaching methods:	Theoretical explanations and practical examples are used throughout the course, aimed at providing a advance knowlegde in oder to improve reserach methods and writting skills. The method of		

	teaching is interactive and allows to students to ask questions about the current problems within the lecture held.
<b>Assessment methods:</b>	Student evaluation consists of: Monitoring of the work of students during lectures and their active participation in working groups and preparation of seminars
<b>Literature</b>	
<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Saunders, M., Lewis, P., &amp; Thornhill, P. (2009). Research methods for business students (5th edition). Harlow: Pearson.</li> <li>2. Bob Matthews &amp; Liz Ross (2011) Research Methods: A Practical Guide for the Social Sciences</li> <li>3. Bryman, A. and D. Crammer. 2004. Quantitative Data Analysis with SPSS 12 and 13: A Guide for Social Scientists. London: Routledge.</li> <li>4. Pelosi, M.K. and T.M. Sandifer. 2002. Doing Statistics for Business with Excel: Data, Inference and Decision Making (Second Edition). New York: John Wiley and Sons.</li> <li>5. Creswell, J. W. .Research design: Qualitative, quantitative and mixed methods approaches. 3rd Ed.. Thousand Oaks, CA: Sage., 2009.</li> </ol>
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>1. Quantitative Methods for Business, Management and Finance, Swift, L. and Piff, S., Palgrave Macmillan, New York</li> </ol>

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<i>Wee 1</i>	Introduction to Research
<i>Wee 2</i>	Research Methodology and The Research Cycle
<i>Wee 3</i>	Literature Review and Critical Reading
<i>Wee 4</i>	Research design- Sampling
<i>Wee 5</i>	Primary Data Collection
<i>Wee 6</i>	Secondary Data Collection
<i>Wee 7</i>	Surveys and Interviews
<i>Wee 8</i>	Fist Test
<i>Wee 9</i>	Qualitative Data Analysis
<i>Wee 10</i>	Descriptive Quantitative Analysis
<i>Wee 11</i>	Correlation and Regression
<i>Wee 12</i>	Advanced Statistical Analysis
<i>Wee 13</i>	Tests of Measurement and Quality
<i>Wee 14</i>	Conducting Your Research and Writing and Presenting the paper
<i>Wee 15</i>	Second Test

**Academic policies and code of conduct:**

Regular attendance of lectures and exercises is compulsory for all students. All students are obliged to follow the rules of etiquette: keeping the peace, disconnection of mobile phones and entry in time in class