Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title | Research Methods in Managment |
| Organizational unit: | Faculty of Management |
| Organizational unit where the course is offered: | Faculty of Management |
| Course ID |   |
| Erasmus code / ISCED |  |
| Course groups |   |
| Period when the course is offered  |  Fall semester 2023/2024 |
| Short description | The course serves as an introduction to research methods in management. The material in the course can be useful both in preparing bachelor's and master's theses, as well as in management practice. In the course students will learn the logic and application of scientific research methods. This will include: how to define research problems, formulate research hypotheses,as well as understand and apply various qualitative and quantitative research methods using good practices. The course will furthermore acquaint students with the principles of assessing the reliability and validity of research, basic methods of data interpretation and presentation, and planning their own management research projects. |
| Type of course: |  Obligatory |
| Full description | 1. The scientific method versus other approaches in management research.
* Inductive and deductive approaches
* Quantitative and qualitative research
* Idiographic and nomothetic approaches
1. Approaches and perspectives in managment research methodology
2. Research Design
* Basic Stages of management research
* Principles of formulating research aims and research problems
* Principles of formulating research hypotheses
* Operationalization of variables
1. Basic research methods: theory, application and good practices
* Experiment
* Quantitative Survey Research
* Field Research (Observations, Interviews)
* Individual in-depth interviews
* Focus group interviews
* Using secondary data
1. Basics of Qualitative and Quantitative Data Analysis
* Use and development of codes for qualitative data analysis
* Content Analysis
* Thematic Analysis
* Narrative Analysis
* Grounded theory
* Preparing quantitative data for analysis
* Statistical tests for common types of research hypotheses in quantitative research
1. Reporting Research Findings
* Principles of crafting research reports: logic, structure, and source citation rules
* How to read and evaluate the credibility of research results
1. Good practices and common errors in management research

Total Hours - Student Workload (4 ECTS - 100 hours):Class Sessions (Including Assessment and Examination) - 30 hoursReading Literature for Classes - 20 hoursPreparing Assignments - 20 hoursExam/Assessment Preparation - 30 hours |
| Prerequisites | Formal  |  None |
| Initial  |  None |
| Learning outcomes | After the course the student:K\_W01 knows and understands the terminology of basic research methodology in management science,K\_W02knows and understands the role and place of research methodology in the research process,knows and understands decisions regarding the choice of research methods,knows and understands key decisions related to preparing scientific research in the field of management sciences, including the selection of data collection and analysis techniques, and research report creation.K\_U01Can use knowledge of research methods to plan and conduct scientific research.K\_U02Can characterize the most important paradigms and research methods, knowing their strengths and weaknesses,K\_K01Is ready for the assessment and critical analysis of published scientific research, considering their internal validity, external validity, constructs, and statistical inferences. |
| ECTS credit allocation (and other scores) |  4 ECTS |
| Assessment methods and assessment criteria |  Activities during exercises and workshops - 20% of the grade, preparation and presentation of projects - 20% of the grade, attendance in classes - 20% of the grade, final exam (multiple-choice questions) - 40% of the grade. |
| Examination  | Yes |
| Type of class | Seminar |
| Sposób realizacji przedmiotu  | On site |
| Language  |  English |
| Bibliography | * Clark, T., & Bryman, A. (2019). *How to do your social research project or dissertation*. Oxford University Press, USA.
* Ciesielska, M., & Jemielniak, D. (Eds.). (2018). *Qualitative methodologies in organization studies.* Cham, Switzerland: Palgrave Macmillan.
* Field, A. (2017). *Discovering statistics using IBM SPSS statistics*. SAGE publications ltd., USA.
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| Internship as part of the course  |  No |
| Coordinators | Krzysztof Nowak |
| Group instructors | Krzysztof Nowak  |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: | Krzysztof Nowak |
| Title  | Research Methods in Managment |
| Type of class: |  Seminar |
| Learning outcomes defined for didactic method used during the course |  After the course the student:K\_W01 knows and understands the terminology of basic research methodology in management science,K\_W02knows and understands the role and place of research methodology in the research process,knows and understands decisions regarding the choice of research methods,knows and understands key decisions related to preparing scientific research in the field of management sciences, including the selection of data collection and analysis techniques, and research report creation.K\_U01Can use knowledge of research methods to plan and conduct scientific research.K\_U02Can characterize the most important paradigms and research methods, knowing their strengths and weaknesses,K\_K01Is ready for the assessment and critical analysis of published scientific research, considering their internal validity, external validity, constructs, and statistical inferences. |
| Assessment methods and assessment criteria for didactic method used during the course |  coursework grading, attendance list, final test |
| Examination for didactic method used during the course |  Yes |
| Range of content | 1. The scientific method versus other approaches in management research.
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* Quantitative and qualitative research
* Idiographic and nomothetic approaches
1. Approaches and perspectives in managment research methodology
2. Research Design
* Basic Stages of management research
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* Use and development of codes for qualitative data analysis
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* Narrative Analysis
* Grounded theory
* Preparing quantitative data for analysis
* Statistical tests for common types of research hypotheses in quantitative research
1. Reporting Research Findings
* Principles of crafting research reports: logic, structure, and source citation rules
* How to read and evaluate the credibility of research results
1. Good practices and common errors in management research
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| Didactic methods |  Presentations, tests, group projects, interactive materials. |
| Bibliography | * Clark, T., & Bryman, A. (2019). *How to do your social research project or dissertation*. Oxford University Press, USA.
* Ciesielska, M., & Jemielniak, D. (Eds.). (2018). *Qualitative methodologies in organization studies.* Cham, Switzerland: Palgrave Macmillan.
* Field, A. (2017). *Discovering statistics using IBM SPSS statistics*. SAGE publications ltd., USA.
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| Group limit  |  |
| Time span |  |
| Location |   |