



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Business research</b>	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator:</b> assistant dr. Darius RUŽELĖ <b>Other(s):</b>	Vilnius university, Faculty of economics and business administration

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face	Autumn	English

Requirements for students	
<b>Prerequisites:</b>	<b>Additional requirements (if any):</b>

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): program competences to be developed		
The module allows students to develop competencies necessary to plan, organize and perform business research, to collect, analyze and systematize data, and to write a research report (e.g. Bachelor thesis)		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to understand the need for both applied and fundamental research in business	Class and/or internet-mediated lectures and seminars, group discussions, case studies, problem based practical exercises, an individual project, exercises with software SPSS	Assessment of activity during seminars, evaluation of an individual project, written exam.
Will be able to plan and to organize the research in detail		
Will be able to independently search, accumulate and systematize the necessary information and data		
Will be able to properly select and apply qualitative and quantitative analysis methods that are appropriate for the particular data		
Will be able to draw and justify the research conclusions		
Will be able to properly present the research findings		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Total contact hours	Self-study hours	Assignments
1. Need for business and management research	1							1	3	1: p. 1-15 2: p. 2-25
2. Research topic	2		1					3	5	1: p. 33-48 2: p. 26-69
3. Critical literature review	2		1					3	5	1: p. 51-70 2: p. 70-121
4. Research philosophy and approaches to theory development	2		1					3	5	2: p. 122-161
5. Research design and strategy	2		1					3	6	1: p. 95-110 2: p. 162-219
6. Access to the empirical data and research ethics	1							1	3	2: p. 220-271
7. Sample selection	2		1					3	5	1: p. 235-270 2: p. 272-315
8. Data collection methods: using secondary data	2		1					3	5	1: p. 1-15 2: p. 316-353
9. Data collection methods: observation	2		1					3	5	1: p. 126-141 2: p. 354-387
10. Data collection methods: experimental designs	2		1					3	5	1: p. 165-192
11. Data collection methods: semi-structured, in-depth and group interviews	2		1					3	5	1: p. 111-125 2: p. 388-435
12. Data collection methods: questionnaires	2		1					3	6	1: p. 142-164 2: p. 436-495
13. Measurement of variables: operational definition, scaling, reliability, and validity	2		1					3	5	1: p. 193-234
14. Quantitative data analysis	4		1					5	9	1: p. 271-299 2: p. 496-565
15. Qualitative data analysis	2		1					3	5	1: p. 332-352 2: p. 566-627
16. Research report	2		1					3	5	1: p. 353-373 2: p. 628-673
Exam. Consultations and exam result discussions after examination.		2								
<b>Total</b>	<b>32</b>	<b>2</b>	<b>14</b>					<b>48</b>	<b>82</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Activity at the class during lectures and seminars	20	During the course	<p><b>Student' activity at the class during lectures and seminars:</b></p> <ul style="list-style-type: none"> <li>* 2 points - actively participates in discussions and presents properly accomplished assignments in most seminars</li> <li>* 1 point - takes part in the discussions and presents properly accomplished assignments in several seminars</li> <li>* 0 points – indifferently participates in discussions and presents properly accomplished assignments in few or less seminars</li> </ul>
Individual project (research proposal)	20	Scheduled during the course	<p><b>- The individual project in a written form:</b></p> <ul style="list-style-type: none"> <li>* 1 point – the project has all the necessary parts, the structure of the project is appropriate, the research topic and problem are revealed in full, the literature review is suitable and the proposed research design is appropriate;</li> <li>* 0.5 points - the project has all the necessary parts, the research topic and problem are revealed partially, the suitability of the literature review and the appropriateness of the proposed research design is questionable;</li> <li>* 0 points - the project has some of the necessary parts, the research topic and problem are revealed partially, the suitability of the literature review and the appropriateness of the proposed research design is doubtful;</li> </ul> <p><b>- The presentation of the individual project:</b></p> <ul style="list-style-type: none"> <li>* 1 point – the presentation is expressive, emotional, the audience listens actively, the student is able to properly answer questions;</li> <li>* 0.5 points - the audience is not involved and/or listens passively, however the student is able to properly answer questions;</li> <li>* 0 points - the audience is not involved, the discussion doesn't take place.</li> </ul>
Exam (written)	60	At the end of the course	<p><b>Student in allowed to take the exam only after he (she) delivered and presented the individual project.</b></p> <p>Exam consists of 12 open and closed questions. Relevance and comprehensiveness of answers is evaluated for open questions, and response accuracy of answers is evaluated for closed questions.</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
1. Sekaran, U.; Bougie, R.	2016	Research Methods For Business: A Skill Building Approach	7th ed.	John Wiley & Sons Ltd.
2. Saunders, M.; Lewis, P.; Thornhill, A.	2016	Research Methods for Business Students	7th ed.	Pearson Education Ltd.
<b>Optional reading</b>				
Easterby-Smith, M; Thorpe, R.; Jackson, P. R.	2015	Management and Business Research	5th ed.	Sage Publications Ltd.
Cooper, D. R.; Schindler, P. S.	2014	Business Research Methods	12th ed.	The McGraw-Hill/Irwin
Field, A.	2018	Discovering Statistics Using SPSS	5th ed.	Sage Publications Ltd.