

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: RESEARCH METHODS FOR BUSINESS

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	165	-

Prepared by:

1.
(Prof. Bistra Vasileva, PhD)
2.
(Senior Assist. Prof. Vanya Krалеva, PhD)

Head of department of Marketing:

(Assoc. Prof. Vladimir Zhechev, PhD)

I. ANNOTATION

This course is designed to introduce students to the logic of research methods used in business environment. Students learn about the cyclical nature of applied research and the iterative process of research writing. The curriculum covers both qualitative and quantitative research techniques while acknowledging their complementarity and the philosophies that underlie them. The course takes a practical approach and guides students through the whole process of writing a research proposal, research design, data collection and analysis. As a result, students learn how to formulate the research questions and accordingly to choose and apply the most appropriate research techniques.

By the end of the course, students will have gained insights into:

- the logic of research methods used in business;*
- the formulation of research questions and hypothesis testing;*
- the use of qualitative and quantitative data collection and analysis methods;*
- the issues involved in writing up research reports and theses.*

The course prepares students to undertake and execute independent research projects which help decision making in real business situations and develops the following key competencies: mathematical competence and competence in exact sciences, technologies, and engineering, digital competence, entrepreneurial competence, and competence in cultural awareness and assertiveness from the framework defined by the Council of the European Union on May 22, 2018.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I. INTRODUCTION TO RESEARCH METHODS FOR BUSINESS		4	2	
1.	The nature and scope of research methods.			
2.	Types of research.			
3.	Research ethics.			
II. PLANNING THE RESEARCH PROCESS		5	2	
1.	The research process.			
2.	Approaches to research design.			
3.	Errors in research design.			
4.	The research proposal.			
III. SECONDARY DATA COLLECTION AND ANALYSIS		3	3	
1.	Types of secondary data. Data evaluation.			
2.	Sources of secondary data.			
3.	Preparing a literature review.			
IV. QUALITATIVE AND QUANTITATIVE MEASUREMENT		4	3	
1.	The measurement process.			
2.	Types of data.			
3.	Measurement scales and indexes.			
4.	Reliability and validity.			
V. SAMPLING		3	2	
1.	Sample types.			
2.	Sampling methods and strategies.			
3.	Selecting samples.			
VI. QUALITATIVE RESEARCH TECHNIQUES		5	3	
1.	In-depth interviews and focus groups.			
2.	Projective techniques.			
3.	Data quality issues.			
4.	Analyzing and reporting qualitative data.			

VII. RESEARCH OBSERVATION		4	2	
1.	Observational designs.			
2.	Issues in data collection.			
3.	Application of technology in the process of observation.			
VIII. COLLECTING DATA THROUGH QUESTIONNAIRES		4	4	
1.	Types of questionnaires.			
2.	Questionnaire design.			
3.	On-line platforms for survey research.			
IX. EXPERIMENTAL RESEARCH		4	3	
1.	The concept of causality in marketing research.			
2.	Experiments: constructs and elements.			
3.	Experimental design. Types of experiments.			
X. QUANTITATIVE DATA COLLECTION AND ANALYSIS		8	6	
1.	Survey fieldwork and data collection.			
2.	Coding and data preparation.			
3.	Basic statistical analysis.			
4.	Tests for differences.			
5.	Interpreting associations.			
Total:		45	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Qualitative research project	1	45
1.2.	Quantitative research project	1	45
1.3.	Test	1	15
Total midterm control:		3	105
2.	Final term control		
2.1.	Test	1	60
Total final term control:		1	60
Total for all types of control:		4	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Neuman, William Lawrence. 2020. *Social Research Methods: Qualitative and Quantitative Approaches*, 8th Edition. Harlow, England: Pearson.
2. Saunders, M. N. K., Lewis, P. & Thornhill, A. 2020. *Research Methods for Business Students*, 8th Edition. Harlow, England: Pearson.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Becker, Howard. 1998. *Tricks of the Trade. How to Think About Your Research While Doing It*. Chicago: University of Chicago Press.
2. Proctor, T. 2005. *Essentials of Marketing Research*. Prentice Hall.

3. Wilson, J. 2014. *Essentials of Business Research: Guide to Doing Your Research Project*. Sage.