

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):
Adopted by the DC (record №/ date): №8/28.02.2020

ACCEPTED BY:
Dean:
(Assoc. Prof. Hr. Blagoycheva, PhD)

SYLLABUS

SUBJECT: “RESEARCH METHODS”;
DEGREE PROGRAMME: „International Business and Management“; MASTER`S DEGREE
YEAR OF STUDY: 6; SEMESTER: 11;
TOTAL STUDENT WORKLOAD: 270 hours; incl. curricular 60 hours
CREDITS: 9

DISTRIBUTION OF 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	30 30	2 2
EXTRACURRICULAR	210	-

Prepared by:

1.
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2.
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Head of department:
of Marketing (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

This course provides a comprehensive and in-depth understanding of different research approaches and methodologies in order to prepare students for conducting high quality research projects in business. The objectives of the course are: to advance students' knowledge in business research methods and techniques of data collection and analysis; to prepare them for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology – designing a study and selecting specific methods and techniques appropriate for answering the questions and to develop practical skills in research design and execution. The course is practically oriented and will introduce contemporary technology used in data collection and analysis. Students will be guided through the elaboration of research instruments and the conduct of both qualitative and quantitative research projects. Successful completion of this course should be sufficient for students to undertake a research project.

Throughout the course, students will learn how research projects can be applied in real business life. In summary, the course helps students become researchers, and it encourages them to continue looking for opportunities to further develop their research skills.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
Theme 1. Introduction to Research Methods		2	2	
1.	The nature and scope of research methods.			
2.	Types of research.			
3.	Research ethics.			
Theme 2. Planning the Research Process		4	2	
1.	The research process.			
2.	Strategies and approaches to research design.			
3.	Formulating the research design.			
Theme 3. Qualitative and Quantitative Measurement		4	3	
1.	The measurement process			
2.	Reliability and validity			
3.	Measurement Scales and indexes			
Theme 4. Sampling		2	2	
1.	Sample types			
2.	Sampling strategies			
3.	Selecting samples			
Theme 5. Secondary Data Collection and Analysis		2	3	
1.	Types of secondary data			
2.	Sources of secondary data			
3.	Data evaluation and analysis			
Theme 6. Research Observation		3	2	
1.	Observational designs			
2.	Issues in data collection			
3.	Application of technology in the process of observation			
Theme 7. Collecting Data Through Semi-Structured, In-Depth and Group Interviews		4	4	
1.	Types of interviews			
2.	Conducting in-depth and group interviews			
3.	Projective techniques			

4.	Data quality issues			
Theme 8. Collecting Data Through Questionnaires		3	6	
1.	Types of questionnaires			
2.	Questionnaire design			
3.	On-line platforms for survey research			
Theme 9. Qualitative Data Collection and Basic Data Analysis		3	3	
1.	Survey fieldwork and data collection.			
2.	Nonsampling error and nonresponse error in research.			
3.	Nature and scope of data preparation.			
4.	Basic data analysis			
Theme 10. Experimental Research		3	2	
1.	The concept of causality in marketing research.			
2.	Experiments: constructs and elements.			
3.	Experimental design. Types of experiments.			
Total:		30	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	Number	Extra-curricular, hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	120
1.2.	Test	1	30
1.3.			
1.4.			
Total midterm control:		2	150
2.	Final term control		
2.1.	Examination (test)	1	60
Total final term control:			
Total for all types of control:		3	210

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Neuman, William Lawrence. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Edition. Harlow, England: Pearson.
2. Saunders, M. N. K., Lewis, P. & Thornhill, A. 2016. *Research Methods for Business Students*, 7th 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.