Course: Business Research Methods 1 — credits: 5

Course code	UTVM25BRM1
Name	Business Research Methods 1
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	N. Ding
Modes of delivery	Tutorial
Assessments	Business Research Methods 1 - Computer, organised by STAD examinations

Learning outcomes

CLO1: Write a mixed-research report for a master research project. (PLO1, PLO2);
CLO2: Recognize and justify the quantitative and qualitative research in the field of international business and management (PLO2, PLO3, PLO4);
CLO3: Apply appropriate statistical techniques based on a business research model and the type of data available (PLO2, PLO3);
CLO4: Analyse a business problem and deliver reasonable solutions based on the interpretation of quantitative analysis results (PLO4, PLO5, PLO6, PLO7).

Content

Strategic Focus Areas: Entrepreneurship and Sustainability

The course will cover the following topics:

- Generate research topics and formulate research questions;
- Conduct literature review;
- Design research;
- Apply qualitative research methods (data collection and analysis);
- Analyze qualitative data using Atlas.ti;
- Report and Present Qualitative Data;
- Understand and apply quantitative research in business field;
- Design a reliable and valid questionnaire to collect quantitative data;
- Understand various sampling techniques and be able to apply the appropriate technique during data collection process;
- Apply appropriate statistical techniques, e.g. T-test, ANOVA, Chi-square and correlation/regression analysis etc. to analyze quantitative data;
- Analyze quantitative data using SPSS;
- Interpret and present quantitative analysis results at an academic level.

This course contributes to the following SDG’s: 8, 9, 12

Included in programme(s)

International Business and Management

School(s)

Business & Law

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