

**Vak: Business Research Methods 1****credits: 5**

<b>Vakcode</b>	UTVM25BRM1	<b>Werkvormen</b>	Werkcollege
<b>Naam</b>	Business Research Methods 1	<b>Toetsen</b>	Business Research Methods 1 - Computer, organisatie ToetsCentrum
<b>Studiejaar</b>	2025-2026		
<b>ECTS credits</b>	5		
<b>Taal</b>	Nederlands		
<b>Coördinator</b>	N. Ding		

**Leeruitkomsten**

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).

**Inhoud****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

**Opgenomen in opleiding(en)**

International Business and Management

**School(s)**

International Business School