



Faculty of Economics and Business, University of Debrecen

Fall semester, academic year 2020/2021

Institute: Károly Ihrig Doctoral School

Program: PhD Programme in Management and Business

Course title and Neptun-code: Research Methodology (Qualitative and quantitative methodology knowledge) (TA-GSZT-AA01)

Classes per week: 2

Course credit value: 4

Prerequisites: –

1. INSTRUCTOR: PÉTER BALOGH, ANDRÁS ISTVÁN KUN

PÉTER BALOGH

Office: Main Building “A” 212

e-mail: balogh.peter@econ.unideb.hu

Office hours (in the study period only)

ANDRÁS ISTVÁN KUN

Office: Fény-ház 102

e-mail: andras.kun@econ.unideb.hu

Office hours (in the study period only): Tuesday 10:00-10:50, Wednesday 16:00-16:50

COURSE GOALS: The aim of the course is to give PhD-students insight to the whole research process in economics, business and management. According to the time constraints, it could be only an introduction, but it provides the grounding an appropriate basis for further self-development. The course would like to introduce the students not only to methods but also the philosophy and social context of scientific research. There are two main pillars of the course led by different lecturers:

- Pillar A: An overview of the scientific method, the research process, scientific communication, and qualitative research strategies (András KUN)
- Pillar B: An overview of the theory and practice of the main quantitative data analysis methods using the SPSS Statistical program (Péter BALOGH)

2. COURSE SCHEDULE

PILLAR A (ANDRÁS KUN)

TOPIC 1: INTRODUCTION (THE SCIENTIFIC METHOD); RESEARCH QUESTIONS, HYPOTHESES & THE RESEARCH PROCESS; REVIEWING THE LITERATURE & SCIENTIFIC COMMUNICATION (FROM THE AUTHOR’S POINT OF VIEW)

TOPIC 2: RESEARCH DESIGN & RESEARCH STRATEGIES; THE RESEARCH PROPOSAL; SAMPLING; METHODS: QUESTIONNAIRES, OBSERVATION, EXPERIMENT

TOPIC 3: UNOBTRUSIVE METHODS (CONTENT ANALYSIS), INTERVIEWS, FOCUS GROUPS, CASE STUDY; WRITING-OUT THE RESULTS

PILLAR B (PÉTER BALOGH)

TOPICS: INTRODUCTION TO SPSS STATISTICS, DATA HANDLING PROCEDURES (RECODING VALUES, COMPUTING NEW GROUPS, SELECTING CASES, WEIGHING CASES), DESCRIPTIVE STATISTICS (TABLES,

DIAGRAMS, DESCRIBING VARIABLES NUMERICALLY, SHAPES OF DISTRIBUTIONS OF SCORES, STANDARD DEVIATION, CORRELATION COEFFICIENTS: PEARSON'S CORRELATION AND SPEARMAN'S RHO)

TOPICS: SIGNIFICANCE TESTING AND BASIC INFERENTIAL TESTS (THE T-TEST: COMPARING TWO GROUPS OF UNRELATED/UNCORRELATED SCORES, COMPARING TWO SAMPLES OF CORRELATED/RELATED SCORES, CHI-SQUARE: DIFFERENCES BETWEEN UNRELATED SAMPLES OF FREQUENCY DATA, MCNEMAR TEST: DIFFERENCES BETWEEN RELATED SAMPLES OF FREQUENCY DATA, NON-PARAMETRIC STATISTICS: RANKING TESTS FOR TWO GROUPS, RANKING TESTS FOR THREE OR MORE GROUPS), ANALYSIS OF VARIANCE (INTRODUCTION TO THE ONE-WAY UNRELATED OR UNCORRELATED ANOVA, ANALYSIS OF VARIANCE FOR ONE-WAY CORRELATED SCORES OR REPEATED MEASURES, TWO-WAY ANALYSIS OF VARIANCE FOR UNRELATED/UNCORRELATED SCORES, TWO-WAY MIXED ANALYSIS OF VARIANCE)

TOPICS: MORE ADVANCED CORRELATIONAL STATISTICS (ITEM RELIABILITY AND INTER-RATER AGREEMENT, HIERARCHICAL MULTIPLE REGRESSION, SIMULTANEOUS OR STANDARD MULTIPLE REGRESSION, STEPWISE MULTIPLE REGRESSION, FACTOR ANALYSIS), ADVANCED QUALITATIVE OR NOMINAL TECHNIQUES (LOG-LINEAR ANALYSIS, BINOMIAL LOGISTIC REGRESSION, MULTINOMIAL LOGISTIC REGRESSION)

3. COURSE AND EXAM REQUIREMENTS

Active participation in classes and no more than three absences during the semester are required. The final grade is assigned based on the sub-grades of the two pillars:

$$\text{Final mark} = 0.5(\text{'Pillar A' mark}) + 0.5(\text{'Pillar B' mark}).$$

Requirements for the mark from 'Pillar A':

- A written end-term test that consists 30 multiple choice questions (80 percent of the 'Pillar A' mark) in 45 minutes. Exam dates will be available in the Neptune system (students must register before the exam).
- The submission of a detailed research proposal in maximum 3 pages according to the research proposal structure discussed in the classes (20 percent of the 'Pillar A' mark). The proposals must be sent to the e-mail address kun.andras.istvan@econ.unideb.hu until 15/12/2020.

Requirements for the mark from 'Pillar B':

- Students take an oral and practical exam of the main quantitative data analysis methods using the SPSS Statistical program.
- Exam dates will be available in the Neptune system (students must register before the exam).

4. ASSESSMENT AND GRADING:

Calculation of the final grade:

$$\text{Final mark} = 0.5(\text{'Pillar A' mark}) + 0.5(\text{'Pillar B' mark}).$$

5. COMPULSORY READINGS

Saunders, Mark. – Lewis, Philip – Thornhill, Adrian (2017): *Research Methods for Business Students*. 7th edition. Pearson, Harlow.

Howitt, D. – Cramer D. (2014): *Introduction to SPSS Statistics in Psychology*, 6th edition. Pearson, Harlow. 592. pp. ISBN-13: 9781292000695

6. RECOMMENDED READINGS

Babbie, Earl R. (2011): *The Basics of Social Research*, 5th edition. Nelson Education, Toronto.

Babbie, Earl R. (2014): *The Practice of Social Research*, 14th edition. Cengage Learning, Boston, MA.

Saunders, Mark. – Lewis, Philip – Thornhill, Adrian (2016): *Research Methods for Business Students*. 7th edition. Pearson, Harlow.

Kumar, Ranjit (2005): *Research Methodology. A Step-by-Step Guide for Beginners*. 2nd edition. SAGE Publications Ltd., London.

Taylor B. – Sinha G. – Ghoshal T. (2006): *Research Methodology: A Guide For Researchers In Management And Social Sciences*. Prentice Hall of India, New Delhi.

Howitt, D. – Cramer D. (2014): *Introduction to Statistics in Psychology*, 6/E Pearson, Harlow. 744. pp. ISBN-13: 9781292000749

Field A. (2013): *Discovering Statistics Using SPSS (Introducing Statistical Methods)*, 4th Edition, SAGE Publications Ltd., London, 915. pp. ISBN-13: 978-9351500827

Curwin J. – Slater R. (2008): *Quantitative Methods for Business Decisions*, 6th edition, Cengage Learning Business Press, (2008) ISBN-13: 978-1861525314

Anderson, D.R. – Sweeney, D.J. – Williams, T.A. – Camm, J.D. – Martin K. (2010): *Quantitative Methods for Business*, Cengage Learning Business Press, ISBN-13: 978-0-324-65175-1

Debrecen, 9th October 2020

BALOGH, Péter
professor
(signature)

KUN, András István
associate professor
(signature)

The Regulation of Studies and Examinations and the Code of Ethics of the University of Debrecen apply to all questions related to the course and requirements.