

NAME OF THE COURSE		Methodology of Economic Research				
Code	EUA301	Year of study	graduate 1.			
Course teacher	Silvia Golem, Ph.D.	Credits (ECTS)	5			
Associate teachers	Slađana Pavlinović Mršić, PhD	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory/elective	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The course aims to provide students with the skills and capabilities to undertake a business research. Students will gain knowledge of the fundamental research concepts and methods applicable to their own research.					
Course enrolment requirements and entry competences required for the course	Course signature requirements: as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes. Entry competencies: English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>The main learning outcome of the course:</p> <p>To develop an understanding of how a business research is carried out, to compare different research paradigms, examine strengths and weaknesses of competing approaches in the context of a student research project</p> <p>The individual learning outcomes of the course:</p> <p>To identify different stages of the process of business research and understand the importance of ethical issues associated with the conduct of business research</p> <p>To compare different types of research approaches and assess their adequacy in relation to a specific research question</p> <p>To apply basic principles of critical literature review</p> <p>To undertake an independent literature search using a range of methods, identify key words, evaluate the relevance, value and sufficiency of the literature found; use and reference the literature accurately in the context of the critical literature review</p> <p>To differentiate various types of data, measurement scales, and undertake an independent data search and collection of secondary data, and use tools to create questionnaires</p>					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	H	Topic	H		

2021./2022.

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	Introductory lecture.	2	The nature of business research. The research processes.	2
	Ethics in business research. Research ethics throughout the research process.	2	Plagiarism. Ethical issues in the process of data collection. Practical exercise: Turnitin	2
	Research approaches and research design. Generating and refining research ideas.	2	Turning research ideas into research project. Research topic. Research structure and stages. Practical exercise: in small groups, students generate and refine research ideas	2
	Critical review of the literature.	2	Planning and conducting the literature search. Obtaining and evaluating the literature. Practical exercise: in small groups, students read, compare and assess different examples of Literature Reviews Quiz 1	2
	Sampling. Selecting samples.	2	Probability sampling. Non-probability sampling.	2
	Secondary data. Data bases.	2	Where to find and how to obtain secondary data? Practical exercise: students gather economic data through relevant economic data sources	2
	Collecting primary data using questionnaires.	2	An overview of questionnaire techniques. Deciding what data need to be collected. Designing the questionnaire. Administering the questionnaire. Practical exercise: students create on-line questionnaire using appropriate on-line tools Quiz 2	2
	Collecting primary data using interviews.	2	Types of interview. Preparing for the interview and interviewing competence. Practical exercise: students create interviews using appropriate tools	2

	Analysis of qualitative data. Differences between qualitative and quantitative data.	2	Preparing the data for analysis. Approaches to qualitative analysis. Deductively based analytical procedures. Inductively based analytical procedures.	2		
	Analysis of quantitative data.	2	Preparing, inputting and checking data. Descriptive statistics. Examining relationships, differences and trends. Practical exercise: using real economic data and relevant econometric software students produce data description and estimate basic causal relationships	2		
	Research results.	2	How to present the obtained research results? Discussion. Conclusion. Quiz 3	2		
	Suggestions on how to write and present a student project.	2	Suggestions on how to write and present a student project. Practical exercise: Two-page literature review	2		
	Developing an appropriate writing style.	2	Referencing. Meeting the technical criteria. Practical exercise: Two-page literature review	2		
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	Students taking this course are expected to attend classes and to complete the assigned tasks. Regular class attendance is expected of all students taking this course - students are required to attend lectures at least 50% of total lectures held. Any violation against this rule may cause the ineligibility to take the final exam.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of</i>	Class attendance	1 ECTS	Research		Practical training	1 ECTS
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	

<i>ECTS credits is equal to the ECTS value of the course)</i>	Tests	3ECTS ¹	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>There will be a mid-term and an end-term exam organised. Only students who have passed the mid-term exam will be allowed to take the end-term exam. Additionally, students are expected to undertake an exercise to demonstrate the basic concepts of the critical literature review. Students are also expected to apply descriptive statistics calculation using STATA programme. The results of the two exams (mid- and end-term) account for 70% of the final grade. The critical review exercise and STATA descriptive statistics exercise accounts for the rest of the final grade (15%+15%=30%)</p> <p>The final grade is calculated as follows:</p> <ul style="list-style-type: none"> -average result of the three positively marked mid-term exams, multiplied by 0.7 - average result of the literature review exercise, multiplied by 0.15 -average result of the STATA exercise, multiplied by 0.15 <p>Alternatively, students can take the final (written) exam which will be organised during the examination period.</p> <p>Points scores and grades:</p> <p>0-49 fail (1) 50-62 pass (2) 63-75 good (3) 76-87 very good (4) 88-100 excellent (5)</p>					
	Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
Saunders, M., Lewis, P. and Thornhill, A., 2009. <i>Research Methods for Business Students</i> , 5.ed., Essex: Prentice Hall.				electronically		
Lecture notes				electronically via Moodle		

^{1,3} Students who have passed mid- and end-term exams, do not have to take the final written exam.

Optional literature (at the time of submission of study programme proposal)	<p>Greertham, B., 2009. <i>How to Write your Undergraduate Dissertation</i>, Palgrave Macmillan, Hampshire, UK.</p> <p>Tkalac Verčić, A., Sinčić Ćorić, D. and Pološki Vokić, N., 2010. <i>Priručnik za metodologiju istraživačkog rada: kako osmisliti, provesti i opisati znanstveno i stručno istraživanje</i>, Zagreb: M.E.P..</p>
Quality assurance methods that ensure the acquisition of exit competences	<p>Registering students' attendance and success in carrying out of their duties (lecturer). Monitoring lectures and practice sessions (Vice Dean for Education). Students' Performance analysis in each course (Vice Dean for Education). Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre). Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>
Other (as the proposer wishes to add)	<p>The course is taught in Croatian and in English.</p>