



Research Methods and Analysis
Master Degree
Syllabus
ЗП 1.2
MBA 515
Specialty: 073 “Management”
Educational program “Business Administration”

Instructor: **Tetiana Gordiienko, PhD**

Contact information: **tetiana.gordiienko@uacu.edu.ua**

ECTS Credits: 6

US Credits: 3

Course Description

This course covers all stages of empirical business research processes and methods, including conceptualization, design and measurement, and collecting, analyzing, interpreting and presenting data. This course establishes why the insights provided by research are so valuable, and outlines how to get the maximum value from your research. It does this by charting common approaches to research and mapping the steps in the research process.

The goal of the course is to acquire the abilities and understandings to design and critically assess business research as well as to design and carry out scientific project (thesis or course work). The attention will be drawn to theoretical methodological foundations, the application and practice, and reflections of students on their own research design, material collection, and analysis procedures.

Learning Outcomes

Upon successful completion of this course, students will be able to:

PH.1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions.

PH.3. Design effective management systems for organizations.

PH.4. Substantiate and manage projects, generate business ideas.

PH.6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of applicable law, ethical considerations and social responsibility.

PH.11. Provide personal professional development and personal time planning.

PH.12. Be able to delegate authority and management of the organization (unit).

PH.13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).

Competences

IK. Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation in the uncertainty of conditions and requirements

3K1. Ability to conduct research at the appropriate level;

3K6. Ability to generate new ideas (creativity);

3K7. Ability to abstract thinking, analysis and synthesis;

CK3. Ability for self-development, training, effective self-management;

CK4. Ability to effectively use and develop the organization's resources;

CK7. Ability to develop projects, manage them, show initiative and entrepreneurship.

Internationality: This course provides students with information on foreign and international sources of data necessary for business and scientific researches and analysis, as well as guidance on specific and complex aspects of ethical standards that ensure the reliability of research results and the safety of research subjects. The course equips students with advanced quantitative and qualitative analysis skills for investigating global theories and trends.

Communications

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

Student Responsibilities

Time Commitment

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

Technical Aspects

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

Grading Policy

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

Graduate Grading Guidelines

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments

(assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points – 1000 points incl. (Midterm and Final exam are 60% of overall evaluation, where Midterm – 20% and Final – 40%)

- Test / Assignment / Project – 400 points (several times during the course)
- Midterm exam – 200 points
- Final exam – 300 points

Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (Classs 1-6). It included multiple choice questions and cases (essays) and took about 1.5 hours.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.

Academic dishonesty

- Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Any violation of this principle constitutes academic dishonesty and

is liable to result in a failing grade and disciplinary action. Forms of academic dishonesty include:

Plagiarism – submitting all or part of another’s work as one’s own in an academic exercise such as an examination, a computer program, or written assignment.

Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.

Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

Fabrication – altering or transmitting, without authorization, academic information or records.

- Midterm and Final are valid only if they are taken on-campus (room defined by the dean’s office) and on UACU’s computer/laptop or online on the student’s computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.
- In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.
- Submission or retaking of any assessment activities after deadlines are forbidden.

Submission & Return Policy

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

****** NO MAKE –UP QUIZZES AND EXAMS ******

Schedule

Class #	Research Projects	Assignments Due	Points
Class 1	Information sources and processing for researches and analysis Macroeconomic and monetary information. Sources and requirements to internal information	Review Lecture Test /Assignment due 05.01.2021	25
Class 2	The Research Process The steps of conceptualizing, designing, and implementing research and analysis	Review Lecture Test / Assignment/ Project due 10.02.2021	25
Class 3	Tools and Methods of Researches and Analysis Justification for the choice of analytics tools, approaches, methods of research and analysis and key indicators	Review Lecture Test / Assignment/Project due 12.02.2021	25
Class 4	Introduction to Qualitative Research Data collection and analysis. Types of qualitative research	Review Lecture Test / Assignment/ Project due 17.02.2021	25
Class 5	Phenomenological Method Methodic and tools of observation and archival research	Review Lecture Test / Assignment/ Project due 19.02.2021	25

Class 6	Questionnaires and Surveys Clarifying the research question. Focus group interviewing	Review Lecture Test / Assignment/ Project due 24.02.2021	25
Class 7	Case Study Model and Profile Analysis Benchmarks, measures, constraints	Review Lecture Test / Assignment/ Project due 25.02.2020	25
	Midterm 20% out of total amount of points for the course	Test (multiple choice questions)	200
Class 8	Introduction to Quantitative Analysis Data collection and analysis. Types of Quantitative Analysis. Horizontal and Vertical Analysis.	Review Lecture Test / Assignment/ Project due 05.03.2021	25
Class 9	KBI and KPI Coefficients, rates, indexes. Balanced Scorecard.	Review Lecture Test / Assignment/ Project due 10.03.2021	25
Class 10	Factor analysis Correlated variables, dependencies and relations, influencing factors	Review Lecture Test / Assignment/ Project due 12.03.2021	25
Class 11	Financial Analysis Monetary values, time value of money, cost-benefit analysis, margin, risks	Review Lecture Test / Assignment/ Project due 17.03.2021	25
Class 12	Non-Financial Metrics Company reputation, customer influence and value, competitiveness, innovation	Review Lecture Test / Assignment/Project due 19.03.2021	25
Class 13	Marketing Analysis Market size, growth rate of the market, market trends, industry analysis	Review Lecture Test / Assignment/Project due 24.03.2021	25
Class 14	Strategic Analysis SWOT, PESTLE, Porter's five forces, McKinsey 7S, BCG Matrix	Review Lecture Test / Assignment/Project due 26.03.2021	25
Class 15	Presentation of Research and Analysis results Written and oral reports, visualization	Review Lecture Test / Assignment/Project due 30.03.2021	25
	Final (17th class) 40% out of total amount of points for the course	Test (multiple choice questions)	400

Recommended Materials

1st Edition

- Optimal Decision Making in Operations Research and Statistics Methodologies and Applications.** Edited By Irfan Ali, Leopoldo Eduardo Cárdenas-Barrón, Aquil Ahmed, Ali Akbar Shaikh. - 2022
- Bryman A. Business Research Methods. Fourth Edition / Alan Bryman and Emma Bell. – Oxford University Press, 2015. – 816 p. (Ch. 1 – Available at: <https://oxforduniversitypress.app.box.com/v/he-9780199668649>)
- Cooper Donald R. Business Research Methods / Donald R. Cooper, Florida Atlantic University, Pamela S. Schindler, Wittenberg University. – Twelfth edition. – 723 p. – (The McGraw-Hill/Irwin series in operations and decision sciences business statistics)

4. Duignan J. A Dictionary of Business Research Methods / John Duignan. – Oxford University Press. 2016. – doi: 10.1093/acref/9780191792236.001.0001
5. Greener S. Business Research Methods / Sue Greener. – Ventus Publishing ApS, 2008. – 110 p. – Available at: http://gent.uab.cat/diego_prior/sites/gent.uab.cat/diego_prior/files/02_e_01_introduction-to-research-methods.pdf
6. Greener S. An introduction to Business Research Methods. 2nd edition / Sue Greener, Joe Martelli. – Bookboon, 2015. – ISBN 978-87-403-0820-4. – 137 p. – Available at: <http://amspaces.pbworks.com/w/file/fetch/93325990/introduction-to-Business-research-methods.pdf>
7. Kendal S. How to Write a Research Paper / Simon Kendal. – Bookboon, 2015. – ISBN: 978-87-403-1069-6. – 332 p. – Available at: <http://www.teachers-to-go.com/assets/pdf/how-to-write-a-research-paper.pdf>
8. Mason, J. Qualitative Researching (second edition). – London etc., 2002. – 224 p.
9. Myers M.D. Qualitative Research in Business and Management / M.D. Myers. – Sage Books, 2009.
10. Northey M. Making Sense: A Student's Guide to Research and Writing. Eighth Edition / Margot Northey and Joan McKibbin. – Oxford University Press, 2015. – 240 p.
11. Sekaran U. Research Methods for Business. Fifth Edition / U. Sekaran. – Melbourne: Cambridge University Press, 2010.
12. Tharenou Phyllis. Management Research Methods / Phyllis Tharenou, Ross Donohue and Brian Cooper. – Cambridge: Cambridge University Press, 2007.

** The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 1 від 22.01.2022 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



Т.М.Гордієнко