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Research Methods and Analysis
Master Degree
Syllabus
3П 1.2
MBA 515
Specialty: 073 “Management”
Educational program “Business Administration”

Quarter/Year: Fall/2025

ECTS Credits: 6

Instructor: Anastasiia Tsybuliak

US Credits: 3

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Prerequisites: -

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 essential for business and scientific research and analysis, as well as emphasizes the unique challenges and opportunities associated with international research endeavors. It offers guidance on specific and complex aspects of ethical standards, ensuring the reliability of research results and the safety of research subjects on a global scale. Furthermore, the course explores the internationalization of research methodologies, considering how cultural, economic, and political factors influence the choice and application of research methods in a global context. Students will delve into comparative analysis, recognizing the significance of cultural diversity in shaping research outcomes. The course also highlights the importance of cross-border collaboration and communication in the research community, fostering a dynamic exchange of ideas and methodologies. By integrating these international dimensions, the course not only equips students with advanced analytical skills but also cultivates a global perspective, preparing them to contribute meaningfully to the international research community.

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.

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

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.

Students are responsible for following the schedule, attending classes, completing assignments on time and to the required standards, and maintaining academic integrity. These responsibilities are not open for discussion with instructors or the dean's office.

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 70%.

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)
35% - 69%	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
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
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Maximum total possible points – 1000 points incl. (Midterm and Final exam are 50% of overall evaluation, where Midterm – 20% and Final – 30%)

Test / Assignment / Project – 500 points (35-40% of the total for the course are tasks taken or presented exceptionally during the class)

Midterm exam – 200 points

Final exam – 300 points

Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes quizzes, essays, computational tasks, individual and group presentations.

Please pay attention that 1 academic hour equals to 40 minutes.

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 (weeks 1-7). 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.

After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

Academic dishonesty

Academic integrity is submitting one's own work and properly acknowledging the contributions of others. 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. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).

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.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

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

Lecture	Research Projects	Assignments Due	Points
1	Information sources and processing for researches and analysis Macroeconomic and monetary information. Sources and requirements to internal information	Review Lecture Test /Assignments due 06.11	35
2	The Research Process The steps of conceptualizing, designing, and implementing research and analysis	Review Lecture Test /Assignments due 10.11	45
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 /Assignments due 13.11	45
4	Introduction to Qualitative Research Data collection and analysis. Types of qualitative research	Review Lecture Test /Assignment due 17.11	40
5	Phenomenological Method Methodic and tools of observation and archival research	Review Lecture Test / Assignment due 20.11	35
6	Questionnaires and Surveys Clarifying the <u>research question</u> . Focus group interviewing	Review Lecture Test / Assignment due 24.11	40
7	Case Study Model and Profile	Review Lecture	30

	Analysis Benchmarks, measures, constraints	Test / Assignment due 26.11	
	Midterm (8th class)		200
8	Introduction to Quantitative Analysis Data collection and analysis. Types of Quantitative Analysis. Horizontal and Vertical Analysis.	Review Lecture Test / Assignments due 2.12	40
9	KBI and KPI Coefficients, rates, indexes. Balanced Scorecard.	Review Lecture Test / Assignment due 4.12	40
10	Factor analysis Correlated variables, dependencies and relations, influencing factors	Review Lecture Assignment due 8.12	10
11	Financial Analysis Monetary values, time value of money, cost-benefit analysis, margin, risks	Review Lecture Test / Assignment/ due 9.12	20
12	Non-Financial Metrics Company reputation, customer influence and value, competitiveness, innovation	Review Lecture Test / Assignment due 11.12	40
13	Marketing Analysis Market size, growth rate of the market, market trends, industry analysis	Review Lecture Test / Assignments due 15.12	45
14	Strategic Analysis SWOT, PESTLE, Porter's five forces, McKinsey 7S, BCG Matrix	Review Lecture Test due 18.12	20
15	Presentation of Research and Analysis results Written and oral reports, visualization	Review Lecture Test / Assignments due 18.12	15
	Final (17th class)		300

Recommended Materials

1. Creamer, E. (2021). Leveraging an integrated visual display for case-based analysis in mixed method research. *International Journal of Qualitative methods*, 20, 160940692110590. <https://doi.org/10.1177/16094069211059000>
2. Cui, J., Wang, Z., Ho, S., & Wang, Z. (2023). Survey on sentiment analysis: evolution of research methods and topics. *Artificial Intelligence Review*, 56(8), 8469-8510. <https://doi.org/10.1007/s10462-022-10386-z>
3. Duignan J. A. (2016) *Dictionary of Business Research Methods*. Oxford University Press. <https://doi.org/10.1093/acref/9780191792236.001.0001>

4. Le, J. and Schmid, T. (2020). The practice of innovating research methods. Organizational research methods, 25(2), 308-336. <https://doi.org/10.1177/1094428120935498>
5. Migal, V., Arhun, S., Hnatov, A., Shuliak, M., & Ponikarovska, S. (2018). Methodology of presenting the results of scientific research. EAI Endorsed Transactions on Energy Web, 169167. <https://doi.org/10.4108/eai.29-3-2021.169167>
6. Osuagwu, L. (2020). research methods: issues and research direction. Business and Management research, 9(3), 46. <https://doi.org/10.5430/bmr.v9n3p46>
7. Proudfoot, K. (2022). Inductive/deductive hybrid thematic analysis in mixed methods research. Journal of Mixed methods research, 17(3), 308-326. <https://doi.org/10.1177/15586898221126816>
8. Wutich, A., Beresford, M., SturtzSreetharan, C., Brewis, A., Trainer, S., & Hardin, J. (2021). Metatheme analysis: a qualitative method for cross-cultural research. International Journal of Qualitative methods, 20, 160940692110199. <https://doi.org/10.1177/16094069211019907>
9. Xu, S. B. and Hu, G. (2024). Research retraction and its communication. Encyclopedia of Information Science and Technology, Sixth Edition, 1-25. <https://doi.org/10.4018/978-1-6684-7366-5.ch030>
10. Zarei, M. (2025, April 29). Research methods: The ultimate guide for academic and professional success. <https://www.litmaps.com/articles/types-of-research-methods>

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

Протокол засідання кафедр № 4 від 26.08.2025 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



А.Г.Цибуляк