

Advanced Research Methods

Module Code: DLMARM

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Clare Hindley (Advanced Research Methods)

Contributing Courses to Module

- Advanced Research Methods (DLMARM01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Written Assignment

Study Format: myStudies
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Social Science and Research Paradigms
- Case Study Research
- Specific Topics of Qualitative Research
- Advanced Issues of Qualitative Research Conceptualization and Data Analysis
- Underlying Assumptions of Quantitative Research: Concepts and Consequences
- Evaluation Research

Learning Outcomes**Advanced Research Methods**

On successful completion, students will be able to

- understand and apply scientific methodologies in conducting empirical research.
- plan, design, and prepare research proposals.
- differentiate between different types of case studies, select and apply different data collection strategies.
- plan, conduct, and analyze case studies and surveys.
- scientifically analyze quantitative and qualitative data.
- conduct evaluation research to determine quality of research.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Methods

Links to other Study Programs of the University

All Master Programmes in the Business & Management fields

Advanced Research Methods

Course Code: DLMARM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

Advanced research methods, specifically business research, is scientific inquiry that attempts to uncover new information which helps a business improve performance, maximizing shareholder value while adhering to ethical and moral compliance standards. Managers seeking to conduct empirical research must maintain validity, reliability, and trustworthiness when utilizing scientific methodologies in order to produce meaningful and actionable results. Research proposals are typically written prior to conducting research, which have a certain structure, enabling the researcher to properly plan, conduct, and analyze case studies and surveys. Different data collection strategies are used to collect both qualitative and quantitative data, depending on the research proposal goals. Managers utilize their understanding of research methodologies to accurately assess the quality of research.

Course Outcomes

On successful completion, students will be able to

- understand and apply scientific methodologies in conducting empirical research.
- plan, design, and prepare research proposals.
- differentiate between different types of case studies, select and apply different data collection strategies.
- plan, conduct, and analyze case studies and surveys.
- scientifically analyze quantitative and qualitative data.
- conduct evaluation research to determine quality of research.

Contents

1. Theoretical Background: Social Science and Research Paradigms
 - 1.1 What is a Paradigm?
 - 1.2 Empiricism
 - 1.3 Critical Rationalism
 - 1.4 Epistemological Anarchism
 - 1.5 Structural Functionalism
 - 1.6 Symbolic Interactionism
 - 1.7 Ethnomethodology

2. Case Study Research
 - 2.1 Types of Case Study Research
 - 2.2 Maintaining Quality in Case Study Research
 - 2.3 Case Study Design
 - 2.4 Implementing Case Studies
 - 2.5 Analyzing Case Studies
3. Specific Topics of Qualitative Research
 - 3.1 Idea Generation
 - 3.2 Critical Incident Technique
 - 3.3 Understanding Communication: Discourse Analysis
 - 3.4 Perceiving Perception: Interpretive Phenomenological Analysis
4. Advanced Issues of Qualitative Research Conceptualizing and Data Analysis
 - 4.1 Measurement Theory
 - 4.2 Index and Scale Construction
 - 4.3 Types of Scale Construction
 - 4.4 The Problem of Nonresponse and Missing Data
 - 4.5 Implications of IT for Research Strategies
5. Underlying Assumptions of Quantitative Research: Concepts and Consequences
 - 5.1 Classical Test Theory
 - 5.2 Probabilistic Test Theory
 - 5.3 Advanced Topics of Test Theory
6. Evaluation Research
 - 6.1 What is Evaluation Research?
 - 6.2 Types of Evaluation Research
 - 6.3 Meta-Analysis
 - 6.4 Meta-Evaluation

Literature**Compulsory Reading****Further Reading**

- Babbie, E. R. (2021). The practice of social research (15th ed.). Cengage Learning.
- Giles, D. C. (2002). Advanced research methods in psychology. Routledge.
- Saunders, M., Thornhill, A., & Lewis, P. (2009). Research methods for business students (5th ed.). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides