



APPLIES TO ACADEMIC YEAR 2003/2004

GRA 6023 Research Methodology

Program

N/A

Responsible for the course

Randi Lunnan

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Academic life and research focus on the development of knowledge. A key insight to students is thus learning how different approaches view what scientific knowledge is. Another key insight concerns understanding different ways to create and evaluate knowledge, both to understand research developed by others and to be able to write a good thesis.

This course introduces the students to Philosophy of Science and theories of knowledge and knowledge development. Furthermore, students are given a general introduction to the most common research methods used in different fields in a business school. These include econometrics, quantitative and qualitative methods. Lastly, the students will be given specific and in depth introduction of research methods within their chosen specialization fields.

The course is divided in two. The first section (21 hours) is general and ends with an individual paper. The second part (15 hours) is given by each specialization. The "exam" in this part is the thesis proposal due in May. The thesis proposal needs to include the topic of the thesis, thesis advisor, what theory and research methods will be used in the final thesis.

Objective

The objective of this course is threefold.

- First, the objective is to familiarize students with some key insights into the philosophy of science. This basic knowledge will help students better understand what good scientific questions can be.
- Second, the objective is to give the students an insight into the main research methods used in a business school. This overview should help students understand the main ways in which researchers from these schools attempt to give good answers to important questions.
- Third, this course should equip students with enough understanding and tools to do their own research by going in depth into the different steps of the research process used within their specialization.

Issues covered in the course:

- Introduction to research and research methods – the art and craft of asking good questions and giving good answers (3 hours)
- Philosophy of Science – what is knowledge? Different ways of understanding and approaching knowledge (9 hours)
- Major research approaches in a business school.
- Econometrics - (3hours)
- Deductive/Quantitative approaches – (3 hours)
- Inductive/Qualitative/Cases (3 hours)

In depth introduction to the different elements of the research process (15 hours given by the various specializations).

Prerequisites

A Bachelor's degree in Business/Marketing or eq.

Compulsory literature

First part:

Chalmers, A.F. 1999. *What is this thing called science?* 3rd ed. 'Buckingham:Open University Press.

Collection of articles. These articles include an introduction to Philosophy of Science and overview articles of the selected research approaches.

Second part: Selected introductory research method readings from each specialization.

Recommended literature**Course outline**

Lectures and class discussions.

Computer-based tools**Course structure****Evaluation**

First part (21 hours) Individual paper (100%).

Second part (15 hours) Thesis proposal. Pass/fail.

Evaluation code(s)

GRA60235 (100%) for the individual paper

GRA60236 (pass/fail) for the thesis proposal

Aids at the examination

None

Makeup exam

At the next ordinary exam