



APPLIES TO ACADEMIC YEAR 2004/2005

## GRA 6023 Research Methodology

### Program

Master of Science (common course)

### Responsible for the course

Amir Sasson

### Department

Strategy and Logistics

### Term

According to study plan

### ECTS Credits

6

*"If science is the constellation of facts, theories, and methods collected in current texts, then scientists are the men who, successfully or not, have striven to contribute one or another element to that particular constellation. Scientific development becomes the piecemeal process by which these items have been added, singly or in combination, to the ever growing stockpile that constitute scientific technique and knowledge." (Kuhn, 1996:1).*

Students will be given a general introduction to the most common research methods used in the study of organizations and economic issues covering both quantitative and qualitative methods. The course also introduces the students to the philosophy of science and theories of knowledge and knowledge development. The understanding of concepts such as science, knowledge, knowledge development, and the inherent tensions between explanation and description, objectivity and subjectivity, absolutism and relativism, etc. is fundamental for embarking on our own journey to contribute to scientific knowledge. Such understanding leads to the ability to critically evaluate research conducted by others as well as our own research and hence write a better thesis. Finally, the students will be given specific and in depth introduction of research methods within their selected specialization fields.

The course is divided into two sections. 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 the latter part (15 hours) is the thesis proposal to be handed in May 1st. The thesis proposal needs to include the topic of the thesis, thesis advisor and what theory and research methods will be used in the final thesis.

### Objective

- First, to provide you with some necessary tools utilized in business schools. This overview should help you understand the main ways by which researchers attempt to provide good answers to important research questions.
- Second, to equip you with enough understanding and tools to do your own research by going in depth into the different steps of the research process used within your specialization.
- Third, to familiarize you with some key insights into the philosophy of science. This basic knowledge will help you to better understand what science is and is not.

### Prerequisites

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

### Compulsory literature

#### Part 1:

Frankfort-Nachmias, Chava. and David Nachmias. 2000. *Research methods in the social sciences* . 6th ed. Worth Publishers: New York.

Collection of articles. The articles include overview articles of the selected research approaches.

#### Part 2:

Selected introductory research method readings from each specialization.

### Recommended literature

Neuman, W. Lawrence. 2003. *Social research methods: Qualitative and quantitative approaches* . 5th ed. Allyn and Bacon: Boston.

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

Kuhn, Thomas S. 1996. *The structure of scientific revolutions*. 3rd ed. The University of Chicago Press:

Chicago.

**Course outline**

Lectures and class discussions.

**Computer-based tools**

Blackboard

**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**

Not applicable

**Makeup exam**

Next time the course is offered