



Course syllabus

School of Business and Economics

Department of Marketing

2FE403 Företagsekonomi III - forskningsmetoder, 7,5
högskolepoäng

Business Administration III - Research Methods, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2019-06-20

Revised 2021-02-12 by School of Business and Economics.

The course syllabus is valid from spring semester 2021

Prerequisites

Business Administration 30 credits G1N. Business Administration 30 credits G1F, including the following courses, or the equivalent

- Business Administration II - E-commerce 7,5 credits
- Business Administration II - IMC and Brand Management 7,5 credits
- Business Administration II - Customer Experience Management 7,5 credits or Business Administration II - Business Relations 7,5 credits
- Business Administration II - Sensory Marketing 7,5 credits or Business Administration II Consumer Behaviour and Consumer Culture 7,5 credits

English B/English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- account for key concepts and concept relations within quantitative and qualitative methods
- formulate research problems and methodologically-based research strategies that respond to the formulated problem on the basis of both quantitative and qualitative method
- account for ontological and epistemological standpoints
- argue for the choice of empirical material and the procedure for the gathering of material
- analyze, interpret and evaluate research based on scientific, social and ethical

aspects

Content

The course introduces key issues and perspectives of the research process, by focusing on theory of science and methodology.

The course contains:

- introduction to the research process and research methods in Business Administration
- introduction to different scientific basic assumptions about knowledge production and different research perspectives
- implications for practical research depending on basic assumptions about knowledge production
- formulation of a research question
- evaluation criteria
- access to empirical material
- different ways of analysing and interpreting qualitative and quantitative data
- different ways of writing conclusions and results
- research ethics
- discussing and evaluating a degree project
- use of references

Type of Instruction

The teaching consists of lectures and seminars. Compulsory elements include lectures and seminars. Dates for compulsory elements are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through one group project and a written exam.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 2FE197, 2FE904, 2EB004, 2FE006, 2FE04E:2, 2FE10E:2, 2FE11E:2, 2FE17E:2, 2FE941, 2EB013, 2FE27E:2, 2FE28E:2 and 2FE29E:2 with 7.5 credits each.

Required Reading and Additional Study Material

Required reading

Bryman, A. & Bell, E. *Business research methods*. Oxford university press. Latest edition. About 720 pages.

Scientific articles. About 300 pages.