Linnæus University

Dnr: 2022/132-3.1.2.2

Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4TR430 Avancerad forskningsmetodik och analysverktyg, 7,5 högskolepoäng

4TR430 Advanced Research Methodology and Analytical Tools, 7.5 credits

Main field of study
Tourism Studies

Subject Group
Tourism and Recreation Studies

Level of classification
Second Level

Progression
A1F

Date of Ratification
Approved 2022-01-31
Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites
General entry requirements for second-cycle studies, plus specific entry requirements:

- Bachelor's degree in tourism studies or in business administration or in another social science main field of study or the equivalent,

or

- Bachelor's degree in a natural science main field with at least 30 credits in social science, business administration or the equivalent,

and

- Tourism Studies 15 credits, A1N/F, or the equivalent.
- English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- apply a range of computer-assisted qualitative and quantitative research methods suitable for degree projects in social sciences (incl. business studies, tourism studies)
- administer and interpret complex data sets with a range of appropriate statistical methods and analytical software
- demonstrate advanced skills in analysing and interpreting data and communicating outcomes in accordance with research aims
- evaluate the use of advanced research techniques in research proposals

Content

The course contains:

- project and data management for computer-assisted quantitative and qualitative data analysis
- sampling procedures for quantitative data
- case selection strategies for qualitative data
- descriptive and inferential analysis in statistical software packages
- data exploration, data coding, and analytical strategies in Computer Assisted Qualitative Data Analysis (CAQDAS)

Type of Instruction

The teaching consists of lectures, seminars, and workshops. Active participation is compulsory at seminars and computer lab.

Examination

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

The course is examined through two written reports (of 2 credits), research design proposal (2.5 credits) and group presentation (1 credit).

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. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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.

Required Reading and Additional Study Material

Required readings

Afifi, A., May, S., & Clark, V. A., *Practical Multivariate Analysis.* Taylor & Francis Group. Latest edition. About 100 pages.

Lewins, A., & Silver, C. *Using Software in Qualitative Research: A Step-by-Step Guide.* Sage Publications Ltd. Latest edition. About 100 pages.

Pallant, J. *SPSS Survival Manual*. McGraw-Hill Education. Latest edition. About 100 pages

Scientific articles. About 100 pages.
Methodology book chapters and software manuals. About 200 pages.