



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

4TR530 Avancerad forskningsmetodik och analysverktyg, 7.5 credits

Advanced Research Methodology and Analytical Tools

### **Main field of study**

Business Administration, Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

Second Level

### **Progression**

A1F

### **Date of Ratification**

Approved by School of Business and Economics 2021-01-27

The course syllabus is valid from autumn semester 2021

### **Prerequisites**

General entry requirement for studies at second cycle and 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 equivalent; and
- Tourism Studies 15 credits, A1N/F, or the equivalent.
- English B/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. 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 written reports, research design proposal and group presentation.

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.

## 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.