

Course title	Research Methods				
Course code	IS509				
Course type	Compulsory				
Level	Postgraduate				
Year/Semester	1 st /1 st				
ECTS	7.5	Lectures/ week	1	Workshops/ week	-
Course purpose and objectives	<p>This course will provide you with the opportunity to establish and advance your understanding of research through critical exploration of research language, ethics, and technical approaches. The course introduces the language of research, ethical principles, and challenges as well as components of the research process through approaches of quantitative, qualitative, and mixed methods. You will use these theoretical underpinnings to begin to critically review the literature relevant to your domain or interests and determine how research findings are useful in shaping your understanding of your work and the social, local, and global environment. Also, through the course, you will gain the ability to structure, write, and improve a dissertation, research proposal, or scientific publication, as well as be able to perform market research as part of a business plan.</p>				
Learning outcomes	<p>The objectives of the course are:</p> <p>CLO[1] Understand research terminology and explore various research methods.</p> <p>CLO[2] Be aware of research ethics, ethical challenges, approval processes, and data governance frameworks to leverage in your research.</p> <p>CLO[3] Describe quantitative, qualitative and mixed methods approaches to research.</p> <p>CLO[4] Identify the components of a literature review process.</p> <p>CLO[5] Critically analyze published research.</p> <p>CLO[6] Be able to write and present your own dissertation, research proposal or article, as well as perform market research.</p>				
	1. Knowledge Level	By completing the course, you will be able to:			

		<p>C.O.[1]: identify the ethical principles and challenges of research, as well as the need to implement data management and protection policies regarding current data governance framework</p> <p>C.O.[2]: identify the approach taken by a survey (quantitative, qualitative, mixed)</p> <p>C.O.[3]: identify and apply basic data analysis techniques in the context of writing and presenting a research proposal</p>
	2. Skills Level	<p>C.O.[4]: analyze, review and manage the literature</p> <p>C.O.[5]: use appropriate scientific arguments to review other proposals and papers, identifying research gaps and asking appropriate research questions</p> <p>C.O.[6]: develop and improve a research proposal, dissertation, or market study</p>
	3. At the level of Competencies	<p>C.O.[7]: you work in a team to carry out a research project</p> <p>C.O.[8]: search for properly and evaluate valid research sources</p> <p>C.O.[9]: write and present a report, dissertation, research proposal, or market research</p>

Prerequisites	-	Required	-
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Course content	Week	Subject
	1	Introduction to research (C.O. [2])
	2	Selecting a research approach (C.O. [1], C.O. [6])
	3	Literature review (C.O. [4], C.O. [5], C.O. [8], C.O. [9])
	4	Using the theory (C.O. [5], C.O. [8], C.O. [9])
	5	Writing strategies and ethical considerations (C.O. [1], C.O. [5], C.O. [6], C.O. [9])
	6	Academic introduction to your proposal (C.O. [4], C.O. [5], C.O. [9])
	7	The purpose statements (C.O. [2], C.O. [9])

	8	Research questions and hypotheses (C.O. [1], C.O. [4], C.O. [5])
	9	Introduction to Qualitative Research, Study Design and Methods (C.O. [3], C.O. [6], C.O. [9])
	10	Analysis and interpretation of qualitative data (C.O. [2], C.O. [5], C.O. [6], C.O. [9])
	11	Critical appraisal of qualitative research (C.O. [2], C.O. [5], C.O. [7], C.O. [9])
	12	Mixed methods procedures (C.O. [2], C.O. [5], C.O. [6], C.O. [7], C.O. [9])
	13	Conclusions/Revision

Teaching methodology	<p>The course is taught by:</p> <ul style="list-style-type: none"> • Interactive face-to-face lectures • Notes and slides in digital form through the online digital platform • Basic textbooks and additional bibliography • Formative and Summative Assignments • Discussions about real case studies • Critical reflection of a scientific article • Peer review exercises • Web links • Watch and comment on educational video forums about real • Case studies analysis
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Bibliography	<p>Creswell, J. W. Research design: Qualitative, quantitative and mixed methods approaches. 4th (2014) & 5th (2018) Editions Thousand Oaks, CA: Sage.</p> <p>Bell, Emma, Alan Bryman, and Bill Harley. Business research methods. Oxford university press, 2018.</p> <p>How To Write A Strong Research Proposal Thesis or Dissertation - YouTube</p> <p>How To Write A Literature Review In 3 Simple Steps - YouTube</p> <p>Introduction to research methods and methodologies - YouTube</p> <p>How To Speak by Patrick Winston - YouTube</p>
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Evaluation		Percentage	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6
	4 Interactive Activities	20%	X	X	X	X	X	X
	Course Project	20%	X		X	X	X	X
	Final Exam	60%	X	X	X	X		X
Language	English							