

## **Research Methods Course Description**

**Faculty: of Economy**

**Study program: Professional Master in Business Administration**

**Course Title: Research Methods**

**Course Credits: 7**

**Language of Instruction: Albanian**

**Course Description:** describe the course content, purpose, contributions, etc. and what the learner may expect if enrolled in the course.

The main purpose of this course is to familiarize and train students with qualitative and quantitative research methods used in management and business studies. Knowing these methods and approaches is at the core of understanding and evaluating academic publications, empirical studies and designing one's own research projects.

**Course Goals:** Describe a practical purpose for the course, often are or relate to core competences. These are general learning outcomes

At the end of this course, students will be able to:

1. Introduce the students to basic research philosophies
2. Identify methodological approaches that are appropriate to investigate different types of research questions and hypotheses
3. Describe the main characteristics of different quantitative and qualitative methods.
4. Interpret the meaning of the most important statistical indicators in analyzes such as univariate, bivariate, and multivariate (regression, factorial analysis, etc.).
5. Write a draft research proposal for their diploma thesis and discuss around it.

**Course Requirements:** List and describe the assessments which contribute to course score. (May include exams, portfolios, participation, attendance, papers, oral reports, group projects, assignments, etc.)

The module takes an experiential learning approach. This means that the lecture session is organized as 1 hour of theoretical and conceptual presentation and 2 hours of laboratory demonstration in the SPSS software. Students are expected to have their own computers with installed SPSS and follow by replicating the procedures on their own. Real world data from the INSTAT Labour Force Survey, Census, and Return Migration Survey are used for the within country analysis of economic and social research topics. Also the Public and Business Opinion

Survey collected by the Regional Cooperation Council are used for the cross-country estimations. Students are expected to read additional materials and send video-registered and present in the seminar sessions examples and replications of the statistical procedures demonstrated in the lecturing sessions.

**Grading:** Indicate how a final course grade (including credit/no credit) will be assigned

Participation in seminars: 10%

Individual coursework: 30%

Final exam: 60%

**Course Schedule:** Course frequency

The Schedule of Activities is subject to change. Lecture sessions are 2 hours per week and seminar sessions are 3 hours per week throughout the first semester (15 weeks in total) of the 2<sup>nd</sup> academic year of studies.

(Maximum 250 words)