

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: METHODOLOGY OF RESEARCH PROJECTS					
Studies: Management I cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	-	16	1
Course description: The Methodology of Research Projects program aims to provide students with a solid foundation in research methodologies, enabling them to undertake rigorous and methodical research across diverse academic disciplines and professional sectors. The curriculum begins by introducing students to various research methodologies, including quantitative, qualitative, mixed-methods, and action research approaches. It explores the strengths, limitations, and applications of each methodology, allowing students to choose appropriate methods for their research projects. Students engage in hands-on learning experiences, developing practical research skills. This includes formulating research questions, designing research plans, collecting, and analyzing data, and interpreting research findings. Practical exercises and case studies help students understand how to apply different methodologies in real-world research scenarios. The program emphasizes critical thinking and analytical skills necessary for evaluating research methodologies, assessing data validity, and drawing meaningful conclusions. Ethical considerations in research, such as ensuring confidentiality, informed consent, and integrity, are also a focal point. Additionally, the curriculum focuses on research project planning, guiding students through the process of structuring research projects, developing hypotheses, selecting appropriate methodologies, and outlining project timelines. Moreover, students learn effective communication of research findings, gaining skills in presenting and disseminating research outcomes through written reports, presentations, and academic publications. The course is filled in with many case studies and practical examples of methodology problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Research Methodologies: To provide a comprehensive understanding of various research methodologies, techniques, and approaches used in academic and professional research. 2. Developing Research Skills: To equip students with practical skills necessary for designing, conducting, and analyzing research projects effectively. 3. Critical Thinking and Analysis: To foster critical thinking abilities and analytical skills essential for evaluating research methodologies and data interpretation. 4. Ethical Research Practices: To emphasize the importance of ethical considerations in research, including integrity, confidentiality, and informed consent. 5. Research Project Planning: To guide students in planning and structuring research projects, including defining research questions, objectives, and methodologies. 6. Communicating Research Findings: To enhance skills in presenting and disseminating research findings effectively through various mediums like reports, presentations, and publications. Teaching the functions and role of Methodology of research projects for contemporary market entities, developing skills in solving methodology problems, as well as analysing data (from					

primary and secondary data).
Creating presentations for the reports and written reports on Methodology of research projects problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Methodology of research projects in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Methodology of Research Projects program aims to provide students with a solid foundation in research methodologies, enabling them to undertake rigorous and methodical research across diverse academic disciplines and professional sectors. The curriculum begins by introducing students to various research methodologies, including quantitative, qualitative, mixed-methods, and action research approaches. It explores the strengths, limitations, and applications of each methodology, allowing students to choose appropriate methods for their research projects. Students engage in hands-on learning experiences, developing practical research skills. This includes formulating research questions, designing research plans, collecting, and analyzing data, and interpreting research findings. Practical exercises and case studies help students understand how to apply different methodologies in real-world research scenarios. The program emphasizes critical thinking and analytical skills necessary for evaluating research methodologies, assessing data validity, and drawing meaningful conclusions. Ethical considerations in research, such as ensuring confidentiality, informed consent, and integrity, are also a focal point. Additionally, the curriculum focuses on research project planning, guiding students through the process of structuring research projects, developing hypotheses, selecting appropriate methodologies, and outlining project timelines. Moreover, students learn effective communication of research

findings, gaining skills in presenting and disseminating research outcomes through written reports, presentations, and academic publications.

Main topics:

1. Introduction to Research Methodologies: Quantitative, Qualitative, and Mixed Methods
2. Formulating Research Questions and Objectives
3. Research Design and Data Collection Techniques
4. Data Analysis Methods: Statistical and Qualitative Analysis
5. Ethical Considerations in Research
6. Research Project Planning and Proposal Writing
7. Critical Thinking in Research: Evaluating Methodologies and Data Interpretation
8. Communicating Research Findings: Writing Reports and Presentations

Literature

Main texts:

1. Creswell, John W. - "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" - SAGE Publications - 2018
2. Neuman, William Lawrence - "Social Research Methods: Qualitative and Quantitative Approaches" - Pearson - 2018
3. Bryman, Alan, Bell, Emma - "Business Research Methods" - Oxford University Press - 2019
4. Silverman, David - "Interpreting Qualitative Data: Methods for Analyzing Talk, Text, and Interaction" - SAGE Publications - 2018

Additional required reading material:

1. Trochim, William M.K., Donnelly, James P. - "The Research Methods Knowledge Base" - Cengage Learning - 2018
2. Gall, Meredith D., Gall, Joyce P., Borg, Walter R. - "Educational Research: An Introduction" - Pearson - 2018

Rules of the exams on subject (Assessments)

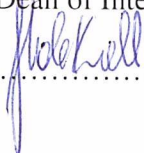
Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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