

DESCRIPTION OF STUDY COURSE

Course unit title	Research Methods in Business		
Programme	Business Administration		
Year of study	1st		
Level of course unit (e.g. first, second or third cycle)	Master's Study		
Course unit code	MV003		
Name of lecturer(s)	Elīna Miķelsone		
Number of ECTS credits allocated	3 ECTS		
Language of instruction	Latvian, English		
Type of course unit (compulsory, optional)	Compulsory		
Semester when the course unit is delivered	2		
Mode of delivery	Face-to-face		
Aim of Course	A course to investigate the techniques of the research process as applied to business. Experience gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. In addition, an analysis of pertinent research literature in business conducted.		
Preliminary knowledge (prerequisites and co-requisites)	Management theory, Marketing, Statistics		
Course contents	<ol style="list-style-type: none"> 1. The use of theory, hypotheses, research questions and variables in business research 2. Research designs, sampling approaches and ethical issues 3. Basic terms and quality criteria in quantitative and qualitative research 4. Quantitative and qualitative methods 5. Process of research 		
Planned learning activities	Participation in seminars, practical work during lectures,, development of independent work and its successful assessment – 70%, exam – 30%		
Planned teaching methods	Teaching methods	Student workload	
		Full-time	distance learning
	Lecture	10%	10%
	Seminars	10%	-

	Practical work	10%	10%	
	Independent work on a project	40%	40%	
	Work at the library, independent studies	30%	40%	
		Total 80 hours		
Study outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to demonstrate the ability to use appropriate secondary data to solve business problems. 2. Students are able to develop a research plan including a problem statement, hypotheses, related literature, and methodology. 3. Students are able to understand the scientific method of research and be able to differentiate between descriptive, correlational, and experimental research methods. 			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assessment			
	Written work in a classroom	●		●
	Independent work and analyses	●	●	●
	Written examination		●	●
Recommended or required reading	Compulsory literature: <ol style="list-style-type: none"> 1. Aityan, S. (2022), <i>Business Research Methodology</i>, Springer Nature, Cham 2. Greener, S., Martelli, J. (2018), <i>An Introduction to Business Research Methods</i>, Bookboon, The eBook company 3. Kristapsone, S. (2014), <i>Zinātniskā pētniecība studiju procesā</i>, SIA Biznesa augstskola Turība, Rīga 4. Zikmund, W., Babin, B., Carr, J., Griffin, M. (2013), <i>Business research methods</i>, South-Western Cengage Learning 			
Recommended optional programme components	To be agreed at the start of the course			