



Course title: Methods of Research in Business

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Course Duration in contact and credit hours 12 contact h./cr.h. 3.0

Number of hours required for self study 105 hours

Brief Description of the Course The course "Methods of Research in Business" contains information about the essence of scientific research, stages of scientific research, and methods of its implementation.

Prerequisites

Prerequisites of the course "Methods of Research in Business and Consulting" are providing applicants an idea about organization researches and its stages, differences between research and scientific research, about information bases of scientific research including knowledge of user research methods.

Specific knowledge and skills required for the course (if are not required do not fill this part)

Aims

The course aims to form a system of knowledge about the main stages of scientific work - identifying the problem and setting the task of scientific research in the field of business and consulting, methods of scientific research, the approbation of research, formalized results of research and its presentation.

Learning Outcome

- **Knowledge**

About the essence of definition "research", its structure and content;
About differences between "research" and "scientific research";
About the realization of research stages;
About research methods and its using in all kind of researches;
About approbation and presentation research results in Business and Consulting sphere

- **Skills**

Analyze information that can be used in research;



Analyze and find scientific literature that can be useful for research preparation;
Analyze changes and problematic aspects in the Business and Consulting sphere from the point of view of various scientific approaches and methods;

- **Competences**

Apply theoretical and methodological acquired knowledge in practical and theoretical activity;
Apply scientific research methods;
Apply acquired knowledge for writing and preparation scientifically research (articles, reports, course works, diplomas, etc.), formalized results of research, and its presentation.

| | | | | |
|---|--|--------------------------------|---|---|
| <i>Concepts, Theories, Styles, Practice of Various regions and Cultures</i> | <i>Integration of new knowledge with previous experience</i> | <i>Soft Skills Development</i> | <i>Development of critical thinking, analysis and solving business problems</i> | <i>Understanding of Business Environment and mail Instruments of Management</i> |
| 20% | 15% | 30% | 20% | 15% |

How to achieve balance among theory and practice, integration among topics which are studied in the course and program

This study course is oriented on developing skills and competitions of making self scientific research (or independent research) in the Business and Consulting sphere. Applicants will have the possibility to apply acquired theoretical knowledge in process of approbation scientific reports or articles, also during the presentation and defending master's diploma results.

Methods of Teaching

Lectons, scientific discussion, and dispute methods

Distrubution and net weight of each methods that is applied during the course study

Lectons – 60%

Group discussions – 40%

Requirements to keep deadlines while preparing homework, tests, projects, cases and other assignments

For each assignment, the instructor defines work deadline terms for applicants. For assignments that are submitted later than deadline terms, applicants get a “failed” grade.

The interrelation of the course with the corporate world including international context

The course "Methods of Research in Business and Consulting" consists of examples of scientific reports (articles), course works, masters thesis, including all parts of researches.

Results of research which are used in the course materials

Teaching the course is based on the provisions of the legislation of Ukraine and KROK University on the organization of scientific work for applicants for higher education of the second (master's) level. During the teaching of this course, scientific and theoretical materials are used regarding the essence of scientific research, its methods and structure, presented in the scientific and methodological literature.

Corporate Social Responsibility Issues which are included in the course

The course is based on the well-established principle of academic integrity. These are ethical principles and rules that should guide by applicants of the program during training and implementation of scientific (creative) activities. The aim of these principles is ensuring confidence of the results of scientific (creative) achievements; ensuring the principle of academic freedom namely autonomy and independence of applicants scientific or innovation activity based on the freedom of creativity, spreading knowledge and information

Graded Course Activity

Class Attendance – from 10 to 20%

Writing the scientific report (or article) according to requirement – 60 %

Presentation of the scientific report (or article) – 30%

Letter Grade Assignment

Final grades assigned for this course will be based on the percentage of total points earned and are assigned as follows:

| The numerical value of the point | % | Description of Grade |
|----------------------------------|--------|----------------------|
| 5.0 | 90-100 | Excellent |
| 4.0 | 70-89 | Good |
| 3.0 | 50-69 | Satisfactory |
| 2.0 | 1-49 | Fail |

Feedback on the results of the tasks performed

On 1, 2, 8, 9, and 15 April applicants will be provided with information according to the Schedule of Classes. On April 16 applicants will have a test lesson (final lesson) in the course "Methods of research in Business". On this date, applicants must be ready to present their scientific reports (articles) by presenting their results (computer presentation in Power Point +public speech). During two days after the test lesson, applicants should send to instructor an e-mail with an attached report (article) file. Following the requirements of writing reports (articles) is necessary. The final grade assignment is planning for April 22.

Plagiarism and Cheating Policy

The administration of the Business School considers plagiarism as one of the forms of academic dishonesty, and deliberate use of plagiarism in any form will lead to unsatisfactory evaluation for the course.

The use of any fraudulent actions to borrow thoughts, works or statements of other students, we consider as a form of academic dishonesty, including copying one student from another.



The deliberate use of any form of academic dishonesty, both plagiarism and deletion, will result in an unsatisfactory evaluation of the course being taken by both the student who carried out such actions and the student who did not interfere with such actions.

The Instructor should indicate in the course program what consequences can be in case of detection of plagiarism or deletion in the task performed by the participant.

Class Attendance

In accordance with the academic policy of the Business School, attending classes is compulsory. The absence of a participant in the classroom affects the quality of the group's work and group dynamics. On absence from the classes for an important reason, the participant should inform the program manager. Absence of a participant without an important reason for more than 25% of lessons from the total number of class hours leads to a decrease in the evaluation, given by the instructor as a whole for the course. The share of the assessment for attending classes is from 5 to 10%.

The Instructor should point out for what and how much the evaluation will be reduced to the listener for absence in the classroom.

Usage mobile and other electronic devices

The administration of the Business School and the program does not recommend the use of laptops, mobile phones, or other devices during classes that can distract your attention, the attention of the teacher and other students from the training process. All electronic and other devices must be switched off during classes.

The use of laptops and mobile devices is allowed only when permission is obtained from the instructor, if necessary to study the course, search for information sources or for other educational purposes.

Teaching materials

Author's training complex with handouts, presentations, assignments, examples of (reports) articles and other teaching materials prepared by the teacher

Textbooks and information sources:

- Main Textbook is recommended by instructor

State Standard of Ukraine "Documentation. Reports in the science and Technology. The structure and design rules of DSTU 3008-95"

Kravchenko T., Karpova O., Kadom L., TsevisK S. Guidelines for the preparation of Thesis for Masters degree of International Economic Relations. Kyiv: KROK University, 2020. – 36 p.

- Additional Literature

Sue Greener (2008), Business Research Methods, Dr.Sue Greener&Ventus Publishing ApS.
Ranjit Kumar (2011), Research Metodology: a step-by-step guide for begginers , Sage Publications LTD.

Creswell, John W., 2003, Research Design: Qualitative, Quantitative and Mixed Methods Approaches (2nd edn), Thousand Oaks, CA, Sage.

- Information and Web Resources

INTRODUCTION TO METHODOLOGY FOR SCIENTIFIC RESEARCH <https://dr-monsrs.net/2015/09/29/introduction-to-methodology-for-scientific-research/>

SCIENTIFIC RESEARCH METHODOLOGIES AND TECHNIQUES
<http://www.uninova.pt/cam/teaching/SRMT/SRMTunit2.pdf>

Schedule of Classes

| Class Date and Time, Hours | Topic | Literature | Homework | Deadlines for assignment's submission Dates of mid-term and final exams and tests |
|---|---|---|--------------------------------------|--|
| <u>01.04.2024</u> 11:00 – 13:00 | Topic 1. Research activity of students and the main forms of its implementation. | Lecture on Moodle Course Recording of Lecture and Additional Literature | Working Notebook: Tasks for Topics 1 | |
| <u>02.04.2024</u> 11:00 – 13:00 | Topic 2. Methods of research and its classification | Lecture on Moodle Course Recording of Lecture and Additional Literature | Working Notebook: Tasks for Topics 2 | |
| <u>08.04.2024</u> 11:00 – 13:00 | Topic 3. The essence of scientific article (report) as a type of scientific research | Lecture on Moodle Course Recording of Lecture and Additional Literature | Working Notebook: Tasks for Topics 3 | |
| <u>09.04.2024</u> 11:00 – 13:00 | Topic 4. The essence of master's thesis as a type of scientific research | Lecture on Moodle Course Recording of Lecture and Additional Literature | Working Notebook: Tasks for Topics 4 | |
| <u>15.04.2024</u> 11:00 – 13:00 | Topic 5. The main requirements of master's thesis content | Lecture on Moodle Course Recording of Lecture and Additional Literature | Working Notebook: Tasks for Topics 5 | |
| <u>01.12.2020</u> 11:00 – 13:00 | Test lesson Presentation of a scientific report (article). | | | |