

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF MARKETING**

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**ACCEPTED BY:**

**Rector:**

**(Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: "Research Methods"**

**DEGREE PROGRAMME: International Business and Economics; MASTER'S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 11;**

**TOTAL STUDENT WORKLOAD: 300 h.; incl. curricular 60 h.**

**CREDITS: 10**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
CURRICULAR:		
incl.		
) LECTURES	30	2
) SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	240	

Prepared by:

1. ....  
(Assoc. Prof. Dr. Bistra Vassileva)

2. ....  
(Chief assist.prof.Dr. Vanya Krалеva)

Head of department: .....  
„Marketing“ (Prof.Dr. Evgeni Stanimirov)

## **I. ANNOTATION**

*This course provides a comprehensive and in-depth understanding of different research approaches and methodologies in order to prepare students for conducting high quality research projects in business. The objectives of the course are: to advance students' knowledge in business research methods and techniques of data collection and analysis; to prepare them for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology – designing a study and selecting specific methods and techniques appropriate for answering the questions and to develop practical skills in research design and execution. The course is practically oriented and will introduce contemporary technology used in data collection and analysis. Students will be guided through the elaboration of research instruments and the conduct of both qualitative and quantitative research projects. Successful completion of this course should be sufficient for students to undertake a research project.*

*Throughout the course, students will learn how research projects can be applied in real business life. In summary, the course helps students become researchers, and it encourages them to continue looking for opportunities to further develop their research skills.*

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
<b>I. Introduction to Research Methods</b>		<b>2</b>	<b>2</b>	
1.	The nature and scope of research methods.			
2.	Types of research.			
3.	Research ethics.			
<b>II. Planning the Research Process</b>		<b>4</b>	<b>2</b>	
1.	The research process.			
2.	Strategies and approaches to research design.			
3.	Formulating the research design.			
<b>III. Qualitative and Quantitative Measurement</b>		<b>4</b>	<b>3</b>	
1.	The measurement process			
2.	Reliability and validity			
3.	Measurement Scales and indexes			
<b>IV. Sampling</b>		<b>2</b>	<b>2</b>	
1.	Sample types			
2.	Sampling strategies			
3.	Selecting samples			
<b>V. Secondary Data Collection and Analysis</b>		<b>2</b>	<b>3</b>	
1.	Types of secondary data			
2.	Sources of secondary data			
3.	Data evaluation and analysis			
<b>VI. Research Observation</b>		<b>3</b>	<b>2</b>	
1.	Observational designs			
2.	Issues in data collection			
3.	Application of technology in the process of observation			
<b>VII. Collecting Data Through Semi-Structured, In-Depth and Group Interviews</b>		<b>4</b>	<b>4</b>	
1.	Types of interviews			
2.	Conducting in-depth and group interviews			
3.	Projective techniques			
4.	Data quality issues			

<b>VIII. Collecting Data Through Questionnaires</b>		<b>3</b>	<b>6</b>	
1.	Types of questionnaires			
2.	Questionnaire design			
3.	On-line platforms for survey research			
<b>IX. Qualitative Data Collection and Basic Data Analysis</b>		<b>3</b>	<b>3</b>	
1.	Survey fieldwork and data collection.			
2.	Nonsampling error and nonresponse error in research.			
3.	Nature and scope of data preparation.			
4.	Basic data analysis			
<b>X. Experimental Research</b>		<b>3</b>	<b>2</b>	
1.	The concept of causality in marketing research.			
2.	Experiments: constructs and elements.			
3.	Experimental design. Types of experiments.			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project (on a predefined theme)	2	125
1.2.	Test	1	30
1.3.			
<b>Total midterm control:</b>		<b>3</b>	<b>155</b>
<b>2.</b>	<b>Exam</b>		
2.1.	Test	1	85
<b>Total final term control:</b>		<b>1</b>	<b>85</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>240</b>

### **V. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

Neuman, William Lawrence. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*, 7<sup>th</sup> Edition. Harlow, England: Pearson.

Saunders, M. N. K., Lewis, P. & Thornhill, A. 2016. *Research Methods for Business Students*, 7<sup>th</sup> Edition. Harlow, England: Pearson.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

Becker, Howard. 1998. *Tricks of the Trade. How to Think About Your Research While Doing It*. Chicago: University of Chicago Press.