

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “Research Methods for Business”

DEGREE PROGRAMME: Business and Management; BACHELOR’S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7;

TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 75 h.

CREDITS: 8

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	45	3
	30	2
EXTRACURRICULAR	165	

Prepared by:

1.
(Assoc. Prof. Dr. Bistra Vassileva)
2.
(Assoc. Prof. Dr. Evgenia Tonkova)
3.
(Senior Assist. Prof. Dr. Vanya Krалеva)

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

I. ANNOTATION

This course provides a comprehensive introduction to research proposal writing, research methodologies, and foundational research theories and protocols. Students in the course learn about the cyclical nature of applied research and the iterative process of research writing. The course teaches students how to write a proposal, engage in independent studies, and work collaboratively with a mentor-mentee relationship. The curriculum is sequential, helping students to identify a study topic, formulate inquiry questions, organize a literature review, and select appropriate research designs and methodologies. The main themes of the course cover the exploratory, the descriptive and the casual research designs as well as the collection and analysis of research data.

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
I. Introduction to Research Methods		10	5	
1.	The nature and scope of research methods			
2.	Research process.			
3.	Preliminary stages of research process.			
4.	Secondary data research. Syndicated services			
II. Exploratory Research Design		6	4	
1.	Classification and differences between research designs.			
2.	In-depth interviews and focus group interviews.			
3.	Projective techniques and observation.			
III. Descriptive Research Design		8	5	
1.	Survey methods.			
2.	Measurement and scaling. Scale development.			
3.	Questionnaire design. Sampling: basic constructs. Sampling techniques. Sample size.			
IV. Causal Research Design		8	4	
1.	The concept of causality in marketing research.			
2.	Experiments: constructs and elements.			
3.	Experimental design. Types of experiments.			
V. Data Collection and Basic Data Analysis		5	6	
1.	Survey fieldwork and data collection.			
2.	Nonsampling error and nonresponse error in marketing research.			
3.	Nature and scope of data preparation.			
VI. Advanced Data Analysis		8	6	
1.	Tests for differences.			
2.	Determining and interpreting associations between two variables.			
3.	Predictive analysis in marketing research.			
Total:		45	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	55
1.2.	Test	1	20
1.3.	Presentation	1	30
Total midterm control:		3	105
2.	Exam		
2.1.	Test	1	60
Total final term control:		1	60
Total for all types of control:		4	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

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

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Becker, Howard. 1998. *Tricks of the Trade. How to Think About Your Research While Doing It*. Chicago: University of Chicago Press.
2. Saunders, M. N. K., Lewis, P. & Thornhill, A. 2016. *Research Methods for Business Students*, 7th Edition. Harlow, England: Pearson.
3. Newsome, B.O. 2016. *Introduction to Research, Analysis, and Writing Practical Skills for Social Science Students*, Loss Angeles: Sage Publications Inc.
4. Flick, U. 2015. *Introducing Research Methodology A Beginner's Guide to Doing a Research Project*, 2nd Edition, Berlin: Sage Publications Inc.