

Course No.: DLMARM01	Course Title: Advanced Research Methods	Hours Total: 150 h Credit Points: 5 ECTS
Course Type: Pflicht Course Availability: WS, SS Course Duration: Minimum 1 Semester		Admission Requirements: None
Course Coordinator / Instructor: See current list of tutors in the Learning Management System		References to Other Modules: Please see module description
<p>Course Description:</p> <p>Advanced research methods, specifically business research, is scientific inquiry that attempts to uncover new information which helps a business improve performance, maximizing shareholder value while adhering to ethical and moral compliance standards.</p> <p>Managers seeking to conduct empirical research must maintain validity, reliability, and trustworthiness when utilizing scientific methodologies in order to produce meaningful and actionable results. Research proposals are typically written prior to conducting research, which have a certain structure, enabling the researcher to properly plan, conduct, and analyze case studies and surveys. Different data collection strategies are used to collect both qualitative and quantitative data, depending on the research proposal goals. Managers utilize their understanding of research methodologies to accurately assess the quality of research.</p> <p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand and apply scientific methodologies in conducting empirical research • plan, design, and prepare research proposals • differentiate between different types of case studies, select and apply different data collection strategies • plan, conduct, and analyze case studies and surveys • scientifically analyze quantitative and qualitative data • conduct evaluation research to determine quality of research <p>Teaching Methods:</p> <p>The learning materials include printed and online course books, vodcasts, online knowledge tests, podcasts, online tutorials, and case studies. This range of learning materials is offered to students so they can study at a time, place, and pace that best suits their circumstances and individual learning style.</p> <p>Course Content:</p> <ol style="list-style-type: none"> 1. Theoretical Background: Social Science and Research Paradigms <ol style="list-style-type: none"> 1. What is a Paradigm? 2. Empiricism 3. Critical Rationalism 4. Epistemological Anarchism 5. Structural Functionalism 6. Symbolic Interactionism 7. Ethnomethodology 2. Case Study Research <ol style="list-style-type: none"> 1. Types of Case Study Research 		

2. Maintaining Quality in Case Study Research
3. Case Study Design
4. Implementing Case Studies
5. Analyzing Case Studies
3. **Specific Topics of Qualitative Research**
 1. Idea Generation
 2. Critical Incident Technique
 3. Understanding Communication: Discourse Analysis
 4. Perceiving Perception: Interpretive Phenomenological Analysis
4. **Advanced Issues of Qualitative Research Conceptualizing and Data Analysis**
 1. Measurement Theory
 2. Index and Scale Construction
 3. Types of Scale Construction
 4. The Problem of Nonresponse and Missing Data
 5. Implications of IT for Research Strategies
5. **Underlying Assumptions of Quantitative Research: Concepts and Consequences**
 1. Classical Test Theory
 2. Probabilistic Test Theory
 3. Advanced Topics of Test Theory
6. **Evaluation Research**
 1. What is Evaluation Research?
 2. Types of Evaluation Research
 3. Meta-Analysis
 4. Meta-Evaluation

Literature:

- Babbie, E. R. (2016). The practice of social research (14th ed.). Boston, MA: Cengage Learning.
- Camargo, F. R., & Henson, B. (2015). Beyond usability: Designing for consumers' product experience using the Rasch model. *Journal of Engineering Design*, 26(4-6), 121-139.
- Olson, L. E. (2014). Articulating a role for program evaluation in responsible conduct of research programs. *Accountability in Research*, 21(1), 26-33.
- Tumele, S. (2015). Case study research. *International Journal of Sales, Retailing and Marketing*, 4(9), 68-78.
- Tursch, P., Steinberg, F., & Woll, R. (2014). A first step towards engineer-oriented adaptation of the Repetory Grid Technique. *Total Quality Management & Business Excellence*, 25(7-8), 734-749.
- Zickar, M. J. (2012). A review of recent advances in item response theory. *Research in Personnel and Human Resources Management*, 31, 145-176.

Prerequisites to Qualify for Assessment:

- Depending on the course: Completion of online knowledge tests (approx. 15 minutes per unit, pass / not pass)
- Course evaluation

Assessment:

- Written Assessment: Written Assignment

Student Workload (in hours): 150

Self-study: 110

Self-testing: 20

Tutorials: 20