

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MANAGEMENT AND ADMINISTRATION

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: RESEARCH METHODS IN INTERNATIONAL BUSINESS

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 5; SEMESTER: 9

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 30 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">● LECTURES● SEMINARS / LAB. EXERCISES	45 0	3 0
EXTRACURRICULAR	105	-

Prepared by:

1.
(ch. asst. prof. Veselina Maksimova, PhD)

Head of department
of Management and Administration:
(assoc. prof Dobrin Dobrev, PhD)

I. ANNOTATION

The course "Research methods in international business" aims to acquaint students with the methods of conducting qualitative and quantitative research and their specifics. It provides knowledge about the stages of the research process and the advantages and disadvantages of different research methods. As a result of the training, students will be able to freely develop and implement research projects to collect information and provide reasoned recommendations to support management decision-making.

The course focuses on both data collection techniques and approaches to their analysis and applicability in international business.

The main competencies involved in the Design Thinking course are:

- *Mathematical competence and competence in science, technology, engineering (3).*
- *Digital competence (4).*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. RESEARCH PROCESS		4		
1.1.	Functions of research in the field of international business			
1.2.	The research process as part of the management decision-making process			
1.3.	Stages of the research process			
Theme 2. CLASSIFICATION OF RESEARCH METHODS		3		
2.1.	Comparative characteristic			
2.2.	Method selection criteria			
Theme 3. QUALITATIVE RESEARCH METHODS		5		
3.1.	Observation			
3.2.	Interviews			
3.3.	Focus groups			
3.4.	Projective techniques			
Theme 4. STAGES OF THE RESEARCH PROCESS IN QUANTITATIVE STUDIES		3		
4.1.	The content of the stages			
4.2.	The sequence of the stages			
4.3.	The research cycle			
Theme 5. PRELIMINARY ANALYSIS OF THE PROBLEM AND DEFINING THE OBJECTIVES OF THE STUDY		3		
5.1.	Defining the research problem and situational analysis			
5.2.	Defining the objectives and topics of the study			
Theme 6. FORMATION OF A RESEARCH SAMPLE		3		
6.1.	Types of samples			
6.2.	Representativeness of the sample			
6.3.	Alternative methods			
Theme 7. QUESTIONNAIRE DEVELOPMENT		6		
7.1.	Types of questions			
7.2.	Measuring scales			
7.3.	Construction of the questions			
Theme 8. TESTING AND DISTRIBUTION OF THE QUESTIONNAIRE		3		
8.1.	Preparation of the questionnaire for testing			
8.2.	Selection of a target group for conducting the test			

8.3.	Distribution of the questionnaire to the target respondents			
Theme 9. TECHNIQUES FOR INCREASING RESPONSE RATES		3		
9.1.	Techniques related to questionnaire content and layout			
9.2.	Techniques related to communication with respondents			
9.3.	Other response rate boosting techniques			
Theme 10. DATA PREPARATION FOR ANALYSIS		3		
10.1.	Preparing the data for use in statistical software			
10.2.	Basic analysis of aggregated data			
Theme 11. PREPARATION OF A REPORT WITH THE RESULTS OF THE STUDY		3		
11.1.	Content of the report			
11.2.	Technical layout and presentation of results			
11.3.	Preparing a presentation of the report			
Theme 12. MODERN TRENDS IN RESEARCH METHODS IN INTERNATIONAL BUSINESS		6		
12.1.	Application of big data			
12.2.	Use of artificial intelligence			
12.3.	Trends in online surveys			
		Total:	45	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Couse project	1	30
1.2.	Case study 1	1	10
1.3.	Case study 2	1	10
Total midterm control:		3	50
2.	Final term control		
2.1.	Examination (test)	1	55
Total final term control:		1	55
Total for all types of control:		4	105

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Research Methods in International Business Course Materials available at <https://e-learn.ue-varna.bg>.
2. Smith, S., Albaum, G. (2012), Basic Marketing Research: Volume 1 Handbook for Research Professionals. Qualtrics Labs, Inc.
3. Tharenou, P., Donohue, R., & Cooper, B. (2007). Management Research Methods. Cambridge: Cambridge University Press.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Braunsberger, K., Wybenga, H. and Gates, R. (2007). A comparison of reliability between telephone and web-based surveys, *Journal of Business Research*, 60, 758–764.
2. Cooper, D. & Schindler, P. (2013). *Business Research Methods* (12th edition). Irwin McGraw-Hill.
3. Couper, M. P., Kapteyn, A., Schonlau, M. and Winter, J. (2007). Noncoverage and nonresponse in an Internet survey, *Social Science Research*, 36, 131-148.
4. Dillman, D. A. and Smyth, J. D. (2007) Design effects in the transition to web-based surveys, *American Journal of Preventive Medicine*, 32, 5, S90-S96.
5. Easterby-Smith, M., Lowe, R. & Thorpe, A. (2012). *Management Research: An Introduction* (4th edition). London, Sage Publications Ltd.
6. Fleming, C. and Bowden, M. (2009). Web-based surveys as an alternative to traditional mail methods, *Journal of Environmental Management*, 90, 284-292.
7. Illum, S., Ivanov, S., Liang, Y., (2010). Using virtual communities in tourism research, *Tourism Management*, Volume 31, Issue 3, June 2010, 335-340.
8. Saunders, M., Lewis, P. & Thornhill, A. (2012). *Research Methods for Business Students* (6th edition), Prentice Hall.
9. Witte, J. C. (2009). Introduction to the Special Issue on Web Surveys, *Sociological Methods and Research*, 37, 3, 283-290.