

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

**(Prof. S. Marinov, PhD)**

## SYLLABUS

**SUBJECT: RESEARCH METHODS FOR BUSINESS**

**DEGREE PROGRAMME: “International Business”; BACHELOR`S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 7**

**TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours**

**CREDITS: 8**

### 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"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	45 30	3 2
EXTRACURRICULAR	165	-

Prepared by:

1. ....  
(Senior Assist. Vanya Krалеva, PhD)
2. ....  
(Assoc. Prof. Bistra Vasileva, PhD)

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

## **I. ANNOTATION**

*This course is designed to introduce students to the logic of research methods used in business environment. Students learn about the cyclical nature of applied research and the iterative process of research writing. The curriculum covers both qualitative and quantitative research techniques while acknowledging their complementarity and the philosophies that underlie them. The course takes a practical approach and guides students through the whole process of writing a research proposal, research design, data collection and analysis. As a result students learn how to formulate the research questions and accordingly to choose and apply the most appropriate research techniques.*

*By the end of the course, students will have gained insights into:*

- the logic of research methods used in business;*
- the formulation of research questions and hypothesis testing;*
- the use of qualitative and quantitative data collection and analysis methods;*
- the issues involved in writing up research reports and theses.*

*The course prepares students to undertake and execute independent research projects which help decision making in real business situations.*

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
<b>Theme 1. INTRODUCTION TO RESEARCH METHODS FOR BUSINESS</b>		<b>4</b>	<b>2</b>	
1.1.	The nature and scope of research methods.			
1.2.	Types of research.			
1.3.	Research ethics.			
<b>Theme 2. PLANNING THE RESEARCH PROCESS</b>		<b>5</b>	<b>2</b>	
2.1.	The research process.			
2.2.	Approaches to research design.			
2.3.	Errors in research design.			
2.4.	The research proposal.			
<b>Theme 3. SECONDARY DATA COLLECTION AND ANALYSIS</b>		<b>3</b>	<b>3</b>	
3.1.	Types of secondary data. Data evaluation.			
3.2.	Sources of secondary data.			
3.3.	Preparing a literature review.			
<b>Theme 4. QUALITATIVE AND QUANTITATIVE MEASUREMENT</b>		<b>4</b>	<b>3</b>	
4.1.	The measurement process.			
4.2.	Types of data.			
4.3.	Measurement scales and indexes.			
4.4.	Reliability and validity.			
<b>Theme 5. SAMPLING</b>		<b>3</b>	<b>2</b>	
5.1.	Sample types.			
5.2.	Sampling methods and strategies.			
5.3.	Selecting samples.			
<b>Theme 6. QUALITATIVE RESEARCH TECHNIQUES</b>		<b>5</b>	<b>3</b>	
6.1.	In-depth interviews and focus groups.			
6.2.	Projective techniques.			
6.3.	Data quality issues.			
4.	Analyzing and reporting qualitative data.			

<b>Theme 7. RESEARCH OBSERVATION</b>		<b>4</b>	<b>2</b>	
7.1.	Observational designs.			
7.2.	Issues in data collection.			
7.3.	Application of technology in the process of observation.			
<b>Theme 8. COLLECTING DATA THROUGH QUESTIONNAIRES</b>		<b>4</b>	<b>4</b>	
8.1.	Types of questionnaires.			
8.2.	Questionnaire design.			
8.3.	On-line platforms for survey research.			
<b>Theme 9. EXPERIMENTAL RESEARCH</b>		<b>4</b>	<b>2</b>	
9.1.	The concept of causality in marketing research.			
9.2.	Experiments: constructs and elements.			
9.3.	Experimental design. Types of experiments.			
<b>Theme 10. QUANTITATIVE DATA COLLECTION</b>		<b>3</b>	<b>2</b>	
10.1.	Survey fieldwork and data collection.			
10.2.	Coding and data preparation.			
<b>Theme 11. QUANTITATIVE DATA ANALYSIS</b>		<b>6</b>	<b>5</b>	
11.1.	Basic statistical analysis.			
11.2.	Tests for differences.			
11.3.	Interpreting associations.			
<b>Total:</b>		<b>45</b>	<b>30</b>	

### III. FORMS OF CONTROL:

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project assignment	<b>1</b>	<b>85</b>
1.2.	Test	<b>1</b>	<b>20</b>
1.3.			
1.4.			
<b>Total midterm control:</b>		<b>2</b>	<b>105</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>60</b>
<b>Total final term control:</b>		<b>1</b>	<b>60</b>
<b>Total for all types of control:</b>		<b>3</b>	<b>165</b>

### IV. LITERATURE

#### REQUIRED (BASIC) LITERATURE:

1. Neuman, William Lawrence. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*, 7<sup>th</sup> Edition. Harlow, England: Pearson.
2. 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:

1. Becker, Howard. 1998. *Tricks of the Trade. How to Think About Your Research While Doing It*. Chicago: University of Chicago Press.
2. Proctor, T. 2005. *Essentials of Marketing Research*. Prentice Hall.
3. Wilson, J. 2014. *Essentials of Business Research: Guide to Doing Your Research Project*. Sage.