



THESIS – RESEARCH METHODOLOGY

General data

Course code:	B19D01E
ECTS credits:	3
Type of the course:	Core course
Semester:	Fall, Semester 5
Course restrictions:	Pre-requisite: The Art of Writing and Presenting
Course leader (with availabilities):	Balázs Kovács, Dr. kovacsb@tkk.pte.hu +36 72 501 599/23152
Further lecturer(s) (with availabilities):	-

1. Description and aims

Module aims

- to introduce research methodologies appropriate for the level,
- to introduce the general and (type&topic-related) special requirements of a thesis,
- to support students to choose a thesis topic, form the structure of the thesis and provide an overview of the most typical characteristics of thesis chapters,
- to provide an overview of and practice the literature/empirical qualitative/quantitative methods,
- to help students gain competence in the thesis-writing process.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. select and apply a thesis research methodology (PILO4),
2. apply a level-appropriate knowledge of thesis requirements (PILO3),
3. apply the theory to the practice of academic literature review and use justifiable qualitative/quantitative techniques of research (PILO4),
4. choose a thesis topic and to form an appropriate structure for the thesis (PILO6),
5. apply literature/empirical qualitative/quantitative methods (PILO5).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

The discussion of topics is divided into the following chapters:

1. The general content and requirements of a thesis.



2. Clarifying the research topic and formulating the research design.
3. Types and structure of thesis.
4. Literature overview: searching and summarizing academic sources.
5. Literature review: criticising, synthesising and presenting academic arguments.
6. Empirical research: the use of common quantitative methods of research.
7. Questionnaire design.
8. Empirical research: the use of common qualitative methods of research.
9. Planning qualitative research.
10. Meeting the assessment criteria.
11. Most common mistakes in thesis.

4. Learning and teaching strategy, methodology

Principal teaching methodologies: lecture, document analysis, seminars, research planning, one-to-one discussion

This module will be delivered via a combination of lectures, document analysis, empirical research design and writing a part of the thesis. Lectures are provided to establish the framework of thesis research methodology (CILOs 1, 3, 4 and 5). Professional guides and samples are applied for practice to develop CILOs 2, 3, 4 and 5. They are used during empirical research planning and for written assignment. Feedback on empirical research design and home assignment will be given through e-learning solution (Moodle) and one-to-one consultations.

5. Assessment

Formative assessment elements: Feedback from lecturers on in-class activities and work-in-progress theses.

Summative assessment elements:

Individual Assessment	80%	Group Assessment	20%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Survey planning and questionnaire design	10%	group written coursework	Students will be required to create groups and as a group to plan a survey to a business problem.	No	No	5
Qualitative research planning	10%	group written coursework	Students will be required to create groups and as a group to plan a qualitative research to a business problem.	No	No	5
Midterm exam	40%	exam	A closed-book written exam based on topics 1-9.	One retake opportunity	Yes	1,2
Research paper	40%	individual written coursework	In the first part of the paper, the research methods have to be described. The second part is a literature review.	One retake opportunity	Yes	1,2,3,4,5

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.



6. Learning materials

- Essential

Fisher, C., Buglear, J., Lowry, D., Mutch, A. and Tansley, C. (2007), *Researching and Writing a Dissertation: A Guidebook for Business Students*. 2nd ed. Harlow, Financial Times Prentice Hall.

Zikmund, W. G., Babin, B. J., Carr, J. C. and Griffin, M. (2010), *Business Research Methods*. 8. ed. [Mason], South-Western Cengage Learning.

- Recommended

Brown, R. B. (2006), *Doing Your Dissertation in Business and Management: The Reality of Researching and Writing*. London, Sage Publications.

Hart, C. (2008), *Doing a Literature Review: Releasing the Social Science Research Imagination*. London [etc.], Sage Publications.

Machi, L. A. and McEvoy, B. T. (2009), *The Literature Review: Six Steps to Success*. Thousand Oaks, Corwin Press.

McMillan, K. and Weyers, J. (2014), *How to Complete a Successful Research Project*. Harlow, Pearson.

Neville, C. (2010), *The Complete Guide to Referencing and Avoiding Plagiarism*. 2nd ed. Maidenhead, Open University Press.

Quinlan, C. (2011), *Business Research Methods*. Andover, South-Western Cengage Learning.

Saunders, M., Lewis, P. and Thornhill, A. (2007), *Research Methods for Business Students*. 4th ed. Harlow; New York, Financial Times - Prentice

7. Further information

International aspects embedded with the course
Using online international e-journal and e-book databases Reviewing international literature
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
Ethical research Avoiding plagiarism, applying correct citation and referencing
Connections to the world of practice of the course
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