



Syllabus

Term: 2025/26/2 **Subject name:** Thesis - Research Methodology **Subject code:** B19GMD01E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. KOVÁCS Balázs

Requirement: Term mark

Classes per week : 0/2/0

Classes per term:

Purpose of education:

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.

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

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

Contents:

The discussion of topics is divided into the following chapters:



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Contents:

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.

System of examining and valuation:

Summative assessment elements:

Individual Assessment	60%	Group Assessment	40%
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Name of the element	Weight	Type	Details	Retake opportunity Req.*	Related CILOs
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System of examing and valuation:

Survey planning and questionnaire design	20%	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	20%	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	60%	exam	A closed-book written exam based on topics 1-9.	One retake opportunity	Yes	1,2
Thesis introduction and literature review proposal	0%	individual written coursework	In the first part of the paper, the research methods have to be described. The second part is a literature review.	unlimited retake opportunity	Yes	1,2,3,4,5



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System of examining and valuation:

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

Bibliography:

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.



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Bibliography:

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 Hall.

Bibliography: