

Course unit title M3.1 151121 Research Methods

This course unit forms part of module M3, it is mandatory.

Name of lecturer(s)	Prof. Dr. Marco Wölfle
Semester	1
Available in	Winter and summer semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	German
Course unit title (German)	Wissenschaftsmethoden
Number of ECTS credits awarded	2.0, this corresponds to a workload of 60 hours
Contact hours per week (45 mins each)	2.0
Workload: Contact hours	30
Workload: Independent studies	30
Workload details	The workload of 60 hours includes: <ul style="list-style-type: none"> • 30 hours: classroom attendance, • 20 hours: elaborating a specific project related to academic research including independent research work, the composition of a written synopsis (in line with the guidelines provided) and a media-supported student presentation (e.g. poster session, ppt presentation). • 10 hours: revision of the reading materials provided in the course of the semester.
Type of assessment	Course-specific paper / presentation
Duration of assessment	0 Minutes
Type of course unit	Mandatory
Prerequisites (see below)	none
Planned learning activities and teaching methods	<ul style="list-style-type: none"> • Interactive lecture • Team work • Independent studies and self-tuition • Project work, • Student presentation and peer-group discussion
Professional competence: In-depth knowledge and comprehension (Bloom)	<p>On completing this sub-module the students</p> <ul style="list-style-type: none"> • will be in a position to fully understand the principles and requirements guiding in research work. <p>In particular, they</p> <ul style="list-style-type: none"> • will be familiar with the fundamental methods of data collection and analysis and • will be able to apply these methods to their own empirical projects

Professional competence : conative skills, analysis and synthesis of knowledge	
Personal competence: Social abilities and skills	
Personal competence: Independence / autonomy	
Competence levels according to GQF	7
Course unit contents	<ul style="list-style-type: none"> • Goals and fundamental principles of research work • Application of appropriate research approaches to students own projects and assignments • Research design • Selecting an appropriate research approach • Principles and methods of data collection and analysis • Data analysis in qualitative research • Data analysis in quantitative research
Recommended optional programme components	
Additional specifics	Guest lecture introducing students to online literature research and the library databases available at Heilbronn University.
Recommended or required reading	<p>Auswahl:</p> <ul style="list-style-type: none"> • Backhaus/Erichson/Plinke/Weber 2006: Multivariate Analysemethoden: Eine anwendungsorientierte Einführung. aktuelle Aufl., Springer: Berlin • Hungenberg 2010: Problemlösung und Kommunikation im Management, aktuelle Aufl., Oldenbourg: München • Kornmeier 2007: Wissenschaftstheorie und wissenschaftliches Arbeiten: Eine Einführung für Wirtschaftswissenschaftler. Physica-Verlag: Heidelberg • Schnell/Hill/Esser 2011: Methoden der empirischen Sozialforschung, aktuelle Aufl., Oldenbourg: München • Theissen 2008: Wissenschaftliches Arbeiten, aktuelle Aufl., Vahlen: München
Scheduled	
Combined assessments	-