

<b>1. Course (module) name</b>	<b>2. Code</b>
Market Research and Social Sciences Methodology	

<b>3. Lecturer (s)</b>	<b>4. Division(s)</b>

<b>5. Cycle of studies</b>	<b>6. Course (module) level</b>	<b>7. Course (module) type</b>
First	Course is not divided into parts	Mandatory

<b>8. Delivery form</b>	<b>9. Delivery period</b>	<b>10. Delivery language (s)</b>
Full-time	Semester 5	English

<b>11. Requirements for students</b>	
<b>Preliminary requirements:</b>	<b>Associated requirements (if any):</b>
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<b>12. Scope of course (module) in ECTS credits</b>	<b>13. Full workload of a student (hours)</b>	<b>14. Contact work hours</b>	<b>15. Independent work hours</b>
6	160	40	120

<b>16. Course (module) purpose: competences developer by the course programme</b>
To form scientific and cognitive interests, the foundations of scientific and creative thinking, to acquire the competence of research work, to develop research, search and solution skills of scientific problems.

<b>17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement</b>			
<b>Results (targets) of the course</b>	<b>Results of the course</b>	<b>Methods of studies</b>	<b>Evaluation methods of academic achievements</b>
Students have to understand different research types and methods and how to apply it. To understand the features of methods, and be able to organize and implement researches correctly, collect and analyze data, to select appropriate methods and tools.	Will be able to follow the ethics of the academic principles, independently create researches, prepare a research strategy.	Lectures,, discussions, case studies, problem-based learning, self-study.	Specific problematic situations preparation of analysis and delivery; individual examination project preparation and presentation. Written exam.
	Enhance knowledge of qualitative and quantitative research and be able to do it properly, choose the right methods and tools.	Lectures, discussions, case study, problem-based learning, self-study methods.	Specific problematic situations preparation of analysis and delivery; individual examination project preparation and delivery. Written exam.

<b>18. Course content</b>										
<b>Topics</b>	<b>Contact work hours and learning method</b>							<b>Time of independent studies and tasks</b>		
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks	
Concept of social research and market research. Principles of social research and cognitive opportunities. Social and Market Research	4	-	2	-	-	-	6	20	Scientific literature reading; ethical case	

methodology and method concept. Ethics in Market and Social Researches.										
Quantitative and qualitative methodology and principles.	4	-	4	-	-	-	8	20	Scientific literature reading; verbal workshop tasks based on read literature.	
Empirical research process. Planning an empirical study.	4	-	4	-	-	-	8	20	Scientific literature reading; workshop tasks - Literature analysis; examples of research analysis tasks	
Survey Selection importance and essence of research. Selection Types and Principles of Performance.	4	-	2	-	-	-	6	20	Seminar tasks - selection task (selection methods testing); preparation of research project	
Variables and their measurement. Theoretical and empirical indicator connection. Measurement process and measurement levels.	4	-	2	-	-	-	6	20	Scientific literature reading, study instrument conclusion seminar task preparation of research project	
Methods of data collection. Monitoring, experiment, document and documentary analysis	4	-	2	-	-	-	6	20	Scientific literature reading, study instrument conclusion seminar task preparation of research project	
<b>Total</b>	<b>24</b>	<b>-</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>120</b>		

<b>Assessment method</b>	<b>Per cent</b>	<b>Type</b>
Individual work	20	Evaluation student's individual work on empirical researches
Test	30	Test
Final exam	50	Combined exam evaluating student's theoretical knowledge related to researches methodology.

## 20. Sources of study, literature

**Mandatory sources of study, literature**

Bryman A. Social Research Methods. Third edition. OXFORD university press, 2008. P. 2-21, 164-471, 514-563.  
Berkman E. T.A conceptual guide to statistics using SPSS. Los Angeles (Calif.) :Sage Publications,2012, 5-50; 249- 263 p.  
Punch K.F.Developing effective research proposals. London; Thousand Oaks (Calif.) ; New Delhi : SAGE Publications, 2006, 164 p.  
Roberts B. Getting the most out of the research experience: what every researcher needs to know. Los Angeles 6. Creswell, J.W. (2009). Research design: Qualitative, quantitative and mixed methods approaches (3rd edition). SAGE  
Easterby - Smith M., Thorpe R., Jackson P.R. Management research. Third edition. London: SAGE Publications Ltd., 2008. 351 p.

**Additional sources of study, literature**

Handbook of Research Methods in Public Administration. Ed. By Yang K., Miller G. J. Taylor & Francis Group,  
Teddlie Ch. 2009. Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in  
the Social and Behavioral sciences. Los Angeles: SAGE Publications.  
Hennink, M.M., Bailey, A. and Hutter, I. 2011. Qualitative research Methods. Sage Publications.  
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