



SUBJECT DATASHEET

Research Methods in Business Studies

BMEGT20MN52

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Research Methods in Business Studies

ID (subject code)

BMEGT20MN52

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

term grade

Number of credits

3

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Fatma Aslan, PhD	assistant professor	aslan.fatma@gtk.bme.hu
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Educational organisational unit for the subject

Department of Management and Business Economics

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU, English - EN

Curricular role of the subject, recommended number of terms

Programme: **MSc in Engineering Management**

Subject Role: **Compulsory elective**

Recommended semester: **0**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 5881478/13/2024 registration number. Valid from: 11.12.2024.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to acquaint students with the characteristics of business research, with the tools and methodologies that can be applied in different fields, and with their application.

Academic results

Knowledge

1. Getting familiar with a wide range of problem-solving techniques required for research and scientific work.
2. Knows the possibilities of applying the learned techniques in company operations.

Skills

1. Able to plan and conduct economic research, perform technical and economic decision-making tasks.
2. Is able to cooperate with other researchers and organizational stakeholders related to the researched area.

Attitude

1. Knows the professional and ethical values related to its field.
2. Strives to plan and carry out tasks at a professionally high level, independently or in working groups.
3. Characterized by advanced analytical and synthesizing skills.

Independence and responsibility

1. Able to solve technical and economic tasks independently.
2. Takes responsibility for his/her own work.

Teaching methodology

Lecture and individual work.

Materials supporting learning

- Grønhaug, K. és Ghauri, P. (2016): Kutatásmódszertan az üzleti tanulmányokban. Akadémiai Kiadó.
https://mersz.hu/keres/kutat%C3%A1s/hivatkozas/dj187kaut_34/#dj187kaut_34
- Ghauri, P., Grønhaug, K., and Strange, R. (2020): Research Methods in Business Studies. Cambridge University Press.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The performance in the subject is evaluated based on the completion of 4 tasks. The subject can also be completed with participation in the Scientific Student Associations' Conference (in any section advertised by the faculty).

Performance assessment methods

Tasks: completing class and homework assignments by the specified deadline. TDK: verified participation in the BME GTK Scientific Student Conference.

Percentage of performance assessments, conducted during the study period, within the rating

- Participation in the Scientific Student Associations' Conference (in any section advertised by the faculty): 100
- Class and homework assignments: 100
- Total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	95
Very good	86-94
Good	75-85
Satisfactory	65-74
Pass	50-64
Fail	0-49

Retake and late completion

The assigned tasks can be replaced or improved one by the specified replacement deadline.

Coursework required for the completion of the subject

Kontaktórák	28
Önálló munka	62
Összesen	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.11.2024.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

The subject covers topics for the development of the knowledge and skills necessary for conducting business research and for the written and oral presentation of the work.

- 1 An overview of the specificities of economic research, learning about the tools and methodologies that can be used in different fields.
- 2 Formulation of a research topic. Research design. Literature research, literature review, reference of scientific value.
- 3 Research methodology tools (qualitative, quantitative research). Specialized methodologies, and frameworks.
- 4 Text writing, stylistics.
- 5 Development of presentation skills.

Additional lecturers

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