



# **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>
Fatma Aslan, PhD	assistant professor	aslan.fatma@gtk.bme.hu

**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**

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**Direct prerequisites**

<i>Strong</i>	None
<i>Weak</i>	None
<i>Parallel</i>	None
<i>Exclusion</i>	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](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

Tarjáni Janka Ariella PhD hallgató/PhD student tarjani.janka@gtk.bme.hu

### Approval and validity of subject requirements