

Module Layout

MBA523/ Research Methods and Instruments

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	MBA	The Open MBA - Master of Business Administration (MBA)	
Module	MBA523	Research Methods and Instruments	
Level of Study	Undergraduate		Graduate
		Master	Doctoral
		✓	
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required		Electives
	✓		
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	0	5
Number of Assignments	2		
Final Exam Calculation	Assignments	Interactive activities	Final exam
	40%	10%	50%
Number of European Credit Transfer System (ECTS)	10		

Module Description

The aim of this thematic module is to introduce students to the main research methods and statistical tools used in data analysis. The module covers the most important aspects of research methods and captures descriptive statistical analysis and predictive analytics. In particular, the module focuses on topics such as available research approaches, research strategies, methods and techniques (e.g., qualitative and quantitative), data exploration and summary (sources and types of data, descriptive statistics and methods of displaying data; methods to describe the distribution of a single variable; methods to find relationships among variables), probability theory (basic concepts in probability; random variables, major discrete and continuous probability distributions), statistical inference (sampling methods and distributions; confidence interval estimation; hypothesis testing), regression analysis (simple and multiple regression analysis, hypothesis testing within regression analysis), and spreadsheet modelling with the IBM SPSS Statistical Package.

This module takes a holistic and pragmatic approach to covering research methods, incorporating business applications, real world examples, and practice-based features and exercises that enable students to further enhance their personal and professional development.

Pre-requisite Modules

MBA512	Business Economics

Co-requisite Modules

	None

Grading Scheme			
Assessment Method	Percentage on final grade	Workload	
		Hours	ECTS
Weekly study- Assignments -Group Meetings	0 %	125-150	5
Assignment 1	20 %	50-60	2
Assignment 2	20 %	50-60	2
Interactive activities	10 %	25-30	1
Final exam/Resit exam	50 %	3-6	-
Total	100%	250-300	10
Grading Rules and Assessment methods			
<ul style="list-style-type: none"> • Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade. • Students are evaluated with 9, if they collect 90% of the possible grade, meaning, $90\% \times 10 = 9$, etc. • Passing rate <ul style="list-style-type: none"> ○ 50% of the Assignments and interactive activities: Students are allowed to participate in the final exam of a Module, if they have overall collected the minimum grade ($> = 50\%$) in their assignments and interactive activities. ○ 50% of the Final exam • If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0. 			