

**Name of programme: Logistics Management**

<b>Title of Module</b>	<b>Research Methodes for Business and Management</b>
Responsible person	Prof. Dr. Monika Maria Möhring
Lecturer	Prof. Dr. Monika Maria Möhring
Module Code	ALG02
Type of Module	X obligatory module, O elective module
Level (BA / MA)	O BA x BSc O BEng, O MA O MSc O MEng O MBA
Language	English
Related Degree Programme/s	Logistics Management (B.Sc.)
Department	Management and Communication
Location	O Gießen, x Friedberg
Availability/frequency of module	X every semester, O anually in the Winter Semester, O anually in the Summer Semester,
Hours per Week / Workload	26 HpW, contact hours per week 150 H in total
Number of CrP/ECTS	5 ECTS/CrP
Forms of instruction	X lecture, X seminar, O supervised training, O Laboratory Practical Course
Qualifications and Goals	<p>This module enables students to retrieve relevant literature from various sources and extract the most valuable information in conformance with globally acknowledged academic practice.</p> <p>Creating excerpts and synopses, managing citations electronically and putting together various forms of academic works is taught in theory and elaborated in seminars and case studies.</p> <p>The curriculum entails research philosophy and the processes of finding a research paradigm, ontology and epistemology. Students work on their own hypothesis in a fictional research scenario.</p> <p>This module enables students to retrieve relevant literature from various sources and extract the most valuable information in conformance with globally acknowledged academic practice.</p> <p>Creating excerpts and synopses, managing citations electronically and putting together various forms of academic works is taught in theory and elaborated in seminars and case studies.</p> <p>The curriculum entails research philosophy and the processes of finding a research paradigm, ontology and epistemology. Students work on their own hypothesis in a fictional research scenario.</p>
Short Description of Contents	<p>The module covers important concepts of research paradigms, philosophical lenses and methods. An overview of the most important research philosophical schools is given and their ontologies and epistemologies are put in context with the resulting methodologies. Applications and traits of qualitative and quantitative methods and their mutual triangulation are treated. Research ontologies are developed by discussing relevant research scenarios in business, logistics and supply chain management.</p>

Description of Contents	<p>An introduction to research; formulating research questions in qualitative and quantitative research; formulating research questions in business and industrial environments.</p> <p>Research methodologies and conceptual frameworks: case studies, triangulation, research cycles, induction-deduction, mixed methods.</p> <p>The research process; refining research questions, access and engaged scholarship</p> <p>□ Literature reviews; electronic databases, key words, inclusion and exclusion criteria; Critical appraisal skills of research quality.</p> <p>Writing a literature review for different audiences.</p> <p>Plagiarism and ownership of ideas.</p> <p>Literature databases and citation management.</p> <p>Recognising and evaluating different types of study design.</p> <p>Choosing, interpreting and reporting analyses.</p> <p>Quantitative statistics and semi-quantitative research frameworks, basic comparative parametric &amp; nonparametric statistics, associative statistics.</p> <p>Qualitative methods directive in-depth interviews, semi-structured interviews and focus groups, ethnography at home interview techniques, conducting an interview, the role of the researcher.</p> <p>Presentations of research ideas.</p> <p>On-line research methods training and seminar.</p>
Prerequisites	B2 level in English
Assessment	O oral (O examination of xx minutes, O presentation), x written ( O examination of 90 minutes, <b>X term paper</b> ), other:
Literature/Textbooks	<p>Michael Crotty: The Foundations of Social Research. Sage Publications.</p> <p>Mark Easterby-Smith, Thorpe, Jackson: Management Research. Sage Publications.</p> <p>Additional resources (e.g. journal articles, cases and solution spreadsheets) will be made available through the course website in Moodle respectively.</p>
Other	none