**Study Guide – “Research Methodology“**

The course focuses on methodology of research applied in social sciences with emphasis on business and management. The course deals with information sources for research, presentation of the results and the methodology for evaluation of research results; financing of research and the protection of intellectual property rights. It continues with understanding research philosophies and approaches, formulating the research design and selection of research strategy (methods). Students will learn how to collect and analyse qualitative and quantitative data and how to write thesis presenting research results. Importance of data design, reproducibility of results and power sample analysis will be highlighted. Ethical issues of research will also be discussed.

**The course teaching** is split into 10 teaching blocks, which are set out for both full time and part time students as follows:

1st block – lecturer: PhDr. Ondřej Fabián

Information sources, reviewing the literature

Publication activities, structure of scientific paper

Publication models (traditional, open access, predatory journals)

2nd block – lecturer: PhDr. Ondřej Fabián

Evaluation of research and development in the Czech Republic

Financial sources for research, grant systems

Intellectual property rights, commercialization of research results

3rd block - lecturer: prof. Dr. Ing. Drahomíra Pavelková

The nature of research, the nature of business and management research

Formulating and clarifying the research topic

Research paradigm (research philosophy)

Research approaches – deduction, induction, abduction

Qualitative and quantitative research

*The students are asked to prepare the 1nd part of the assignment “Conceptual research framework”: to formulate research problem, research gap and prepare critical literature review.*

*The assignment delivery: students are asked to send to the course guarantor by email 3 days before 4th block’s lecture.*

4th block - lecturer: prof. Dr. Ing. Drahomíra Pavelková

How to prepare a research proposal

Research problem and research aim

Research questions and research objectives

Theoretical framework and hypotheses development

Research design

5th block - lecturer: prof. Dr. Ing. Drahomíra Pavelková

Research methods:

* Experiment
* Survey
* Archival and documentary research
* Case study
* Ethnography
* Action research
* Grounded theory
* Narrative research

Reliability and validity

Timetable and sources needed for research

*The students are asked to prepare the 2nd part of the assignment “Conceptual research framework”: research questions and objectives, theoretical framework and hypotheses development, research design and assess the benefits of thesis for theory and practice.*

*The assignment delivery: students are asked to send to the course guarantor by email 7 days before 10th block’s lecture.*

6th block – lecturer: Ing. Lubor Homolka, Ph.D.

Selecting samples, power-sample analysis

Using secondary data – types of secondary data, their advantages and disadvantages, assessing of suitability of secondary data for research

7th block – lecturer: Ing. Lubor Homolka, Ph.D.

Collecting primary data using different technigues

8th block – lecturer: Ing. Lubor Homolka, Ph.D.

Methods for qualitative data analysis

9th block – lecturer: Ing. Lubor Homolka, Ph.D.

Methods for quantitative data analysis

10th block – lecturer: prof. Dr. Ing. Drahomíra Pavelková

How to write thesis, presentation of research results

Ethical issues of research

Within this block, students present results of tasks asigned in the course of the semester in the form of the prepared research proposal. All students are involved in discussion of individual presentation. It helps students to clarify thesis topis, research approaches and methods, students learn critical thinking.

**The exam requirements** are the following:

Students shall study the items on the reading list referred to on the course card that cover the topics for individual teaching blocks, and further should feel free to use further supporting study material:

1. Recommended reading list for furtherance of their knowledge of selected topics, primarily with focus on their dissertation topic (set out on the course syllabus, or on the basis of the teacher’s recommendation.
2. The LMS Moodle makes available a range of supporting materials – presentations and texts with highlighting main ideas of the course.

To successfully complete this course, the students are expected to draft a seminar work, which will contain:

* the expected title of their doctoral thesis,
* formulation of research problem,
* critical literature review,
* formulation of the research questions and objectives of the doctoral thesis,
* proposed hypothesis,
* methods (including mathematical-statistical methods)
* expected contribution of the doctoral thesis to the development of the theory and practice.

In the methodological part of the thesis, the students should be able to demonstrate the ability to apply the knowledge of mathematical-statistical methods to the specific case related to the topic of their doctoral thesis, while using either gathered real data or imaginary data.

In the academic year 2019/20 students may choose from the following dates of exam: December, 6th, 2019, April, 24th, 2020 and June, 12th, 2020.

Application to the exam must be done at least 30 days before the date of the exam on Research Office ([mdrabkova@fame.utb.cz](mailto:mdrabkova@fame.utb.cz)).

The complete seminar work must be sent to the Research Office (mdrabkova@fame.utb.cz) no later than 10 days before the exam in electronic form.

The exam will be in front of an examination board where the supervisor of the student is also invited.

The examination board is appointed by a dean, with min. 5 members with the course guarantor as a head of this board.

Conduct of examination:

* Presentation of the research proposal, including results of statistical assignment - 15 min.
* Questions, discussion – 35 min.
* Conclusion and recommendations, exam result decision – 10 min.

prof. Dr. Ing. Drahomíra Pavelková

course guarantor