



AI2126 Business Research Methods 7.5 credits

Business Research Methods

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for AI2126 valid from Autumn 2008

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Specific prerequisites

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

The course will provide essential guidance on the practice of business research and how to carry out a small-scale research project or dissertation for the first time.

Course contents

Part 1

Business research strategies

Research designs

Planning a research project and formulating research questions

Getting Started: reviewing the literature

Ethics in business research

Part 2

The nature of quantitative research

Sampling

Structured interviewing

Self-completion questionnaires

Asking questions

Secondary analysis and official statistics

Quantitative data analysis

Using SPSS/LISREL

Part 3

The nature of qualitative research

Breaking down the quantitative/qualitative divide

Combining quantitative and qualitative research

Internet research methods

Writing up business research

Course literature

Bryman and Bell (2007), Business Research Methods, Oxford University Press.

Examination

- ÖVN1 - Course Project, 3.0 credits, grading scale: P, F
- TEN1 - Examination, 4.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Other requirements for final grade

Research proposalDissertation planExam

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.