

Social Research Methods						
Module Code	Workload 180 hrs.	Credits 6	Semester 1	Frequency of Module Only summer semester	Duration 1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Social Research Methods		a) English	a) 22,5 hrs.	a) 135 hrs.	a) 30
	b) Applied Social Research Methods		b) English	b) 22,5 hrs.	b) 0 hrs.	b) 30
2	<p>Learning Outcomes</p> <p>After successful participation in the module the students</p> <p>Knowledge (1) ... should be familiar with methods of quantitative and qualitative research. ... should understand the nature of social research.</p> <p>Comprehension (2) ... are able to comprehend the methods and major concepts used in social research.</p> <p>Application (3) ... are able to apply social research methods. ... are able to formulate reasonable research questions.</p> <p>Analysis (4) ... are able to analyse empirical data using descriptive and comparable statistics.</p> <p>Synthesis (5) ... are able to translate the research findings into academic writing and presenting.</p> <p>Evaluation (6) ... are able to conduct empirical research for various applications in business and psychology.</p>					
3	<p>Individual Component Content</p> <p>a) - Methods of collecting data in practice - Quantitative Methods in research applications - Applied research and academic writing</p>					
4	<p>Teaching Methods</p> <p>a) Lecture b) Practical</p>					

5	Prerequisites None
6	Methods of Assessment Modulprüfung Social Research Methods 1sbPN (50 %) (Presentation) (3 LP) ¹ Modulprüfung Social Research Methods 1sbB (50 %) (Report) (3 LP) ¹
7	Applicability of Module Business Management and Psychology B.A. (BMP)
8	Person Responsible for Module Prof. Dr. Armin Trost (Lecturer)
9	Reading List (Core Texts and Recommended Texts) a) Saunders, M., Lewis, P., & Thornhill, A. (2015). Research Methods for Business Students. Prentice Hall. Diekmann, A. (2007). Empirische Sozialforschung: Grundlagen, Methoden, Anwendungen. Rowohlt.

¹ This graded assessment is only considered passed when all components of the assignment have received a minimum grade of "adequate", (4.0).