

## Empirical Social Research

Prof. Dr. Thorsten Merkle / Dr. Ramon Leemann



# Agenda

- Introduction to the module
- Learning objectives
- Introduction of lecturer
- Expectations
- Assessment

# Module introduction

Students are able to ...

- ✓ ... characterise the nature of (business) research.
- ✓ ... differentiate between quantitative, qualitative and mixed-methodologies.
- ✓ ... characterise and apply different research strategies.
- ✓ ... differentiate between sampling approaches and explain when they are applicable.
- ✓ ... elucidate selected quantitative and qualitative data collection and analysis techniques.
- ✓ ... detail aspects of quality in research.

# Module Introduction

- Course content
  - The nature of (business) research
  - Research methodologies
  - Research strategies
  - Selecting samples
  - Data collection
  - Data analysis
  - Assessing quality in research

# Participant Introduction

- Lecturer

- Dr. Ramon Leemann

- PhD in History
    - 3 years of experience as a Lecturer at the Institute for Tourism and Leisure, University of Applied Sciences of the Grisons, Switzerland
    - Over 4 years of experience as a Lecturer at the University of Zurich, Switzerland



# Participant Introduction

- Students

- What are your expectations with regard to the course «Empirical Social Research»?  
Please type one or two keywords in the Zoom chat.

# Expectations

- Active participation
- Attendance
- Punctuality
- Study effort
- Assume responsibility for your learning process and the learning process of your fellow students
- Feedback culture
  
- These expectations work in both directions!

# Assessment

- Assessment 1
  - Group presentation, counting towards 30% of the final grade
  - Topics will be handed out on Friday, 8 May.
  - Some aspects will be graded collectively (e.g. structure)
  - Some aspects will be graded individually (e.g. rhetoric)
  - Deadline for submission: Monday, 11 May 2020, 12h 00
- Assessment 2
  - Written, open book exam (individual) on 12 May, 14h 00
  - Counting towards 70% of the final grade
  - Taken on [www.socrative.com](http://www.socrative.com) (→ student login → Room name: 208040)
  - Single, multiple choice and open questions



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**Thank you very much for your attention.**

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