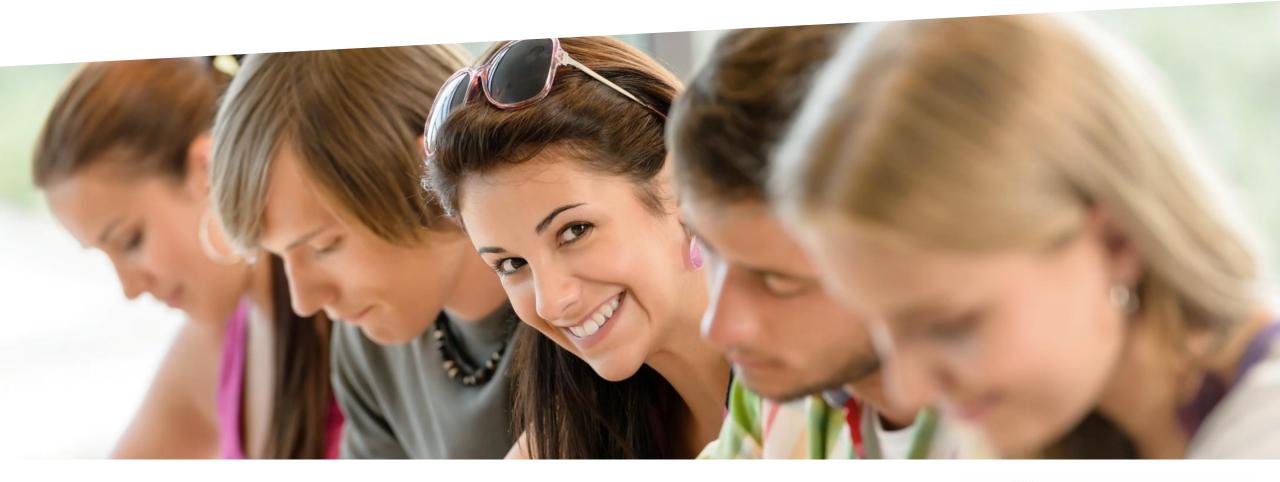


Empirical Social Research

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 ...

- \checkmark ... characterise the nature of (business) research.
- \checkmark ... differentiate between quantitative, qualitative and mixed-methodologies.
- \checkmark ... characterise and apply different research strategies.
- \checkmark ... differentiate between sampling approaches and explain when they are applicable.
- \checkmark ... elucidate selected quantitative and qualitative data collection and analysis techniques.
- \checkmark ... 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 <u>www.socrative.com</u> (\rightarrow student login \rightarrow Room name: 208040)
 - Single, multiple choice and open questions



University of Applied Sciences of the Grisons Pulvermühlestrasse 57 7000 Chur T +41 81 286 24 24 info@fhgr.ch

Thank you very much for your attention.

Fachhochschule Graubünden Scola auta spezialisada dal Grischun Scuola universitaria professionale dei Grigioni University of Applied Sciences of the Grisons

SCHWEIZERISCHER AKKREDITIERUNGSRAT CONSIEL SUISSE D'ACCRÉDITATION CONSIGLIO SVIZZERO DI ACCREDITAMENTO SWISS ACCREDITATION COUNCIL

Institutionell akkreditiert nach HFKG 2018-2025

swissuniversities