

Empirical Social Research

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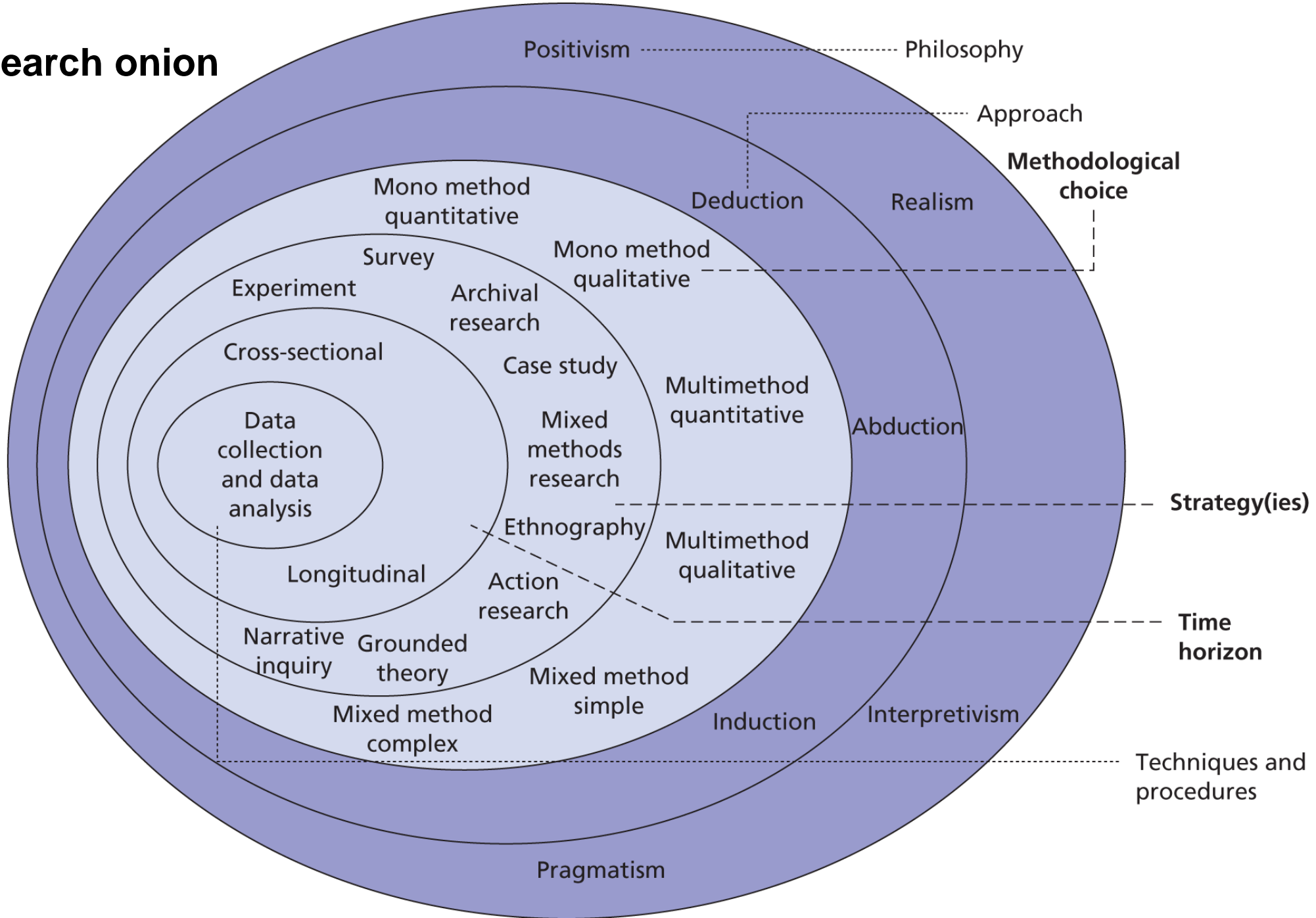


Learning objectives

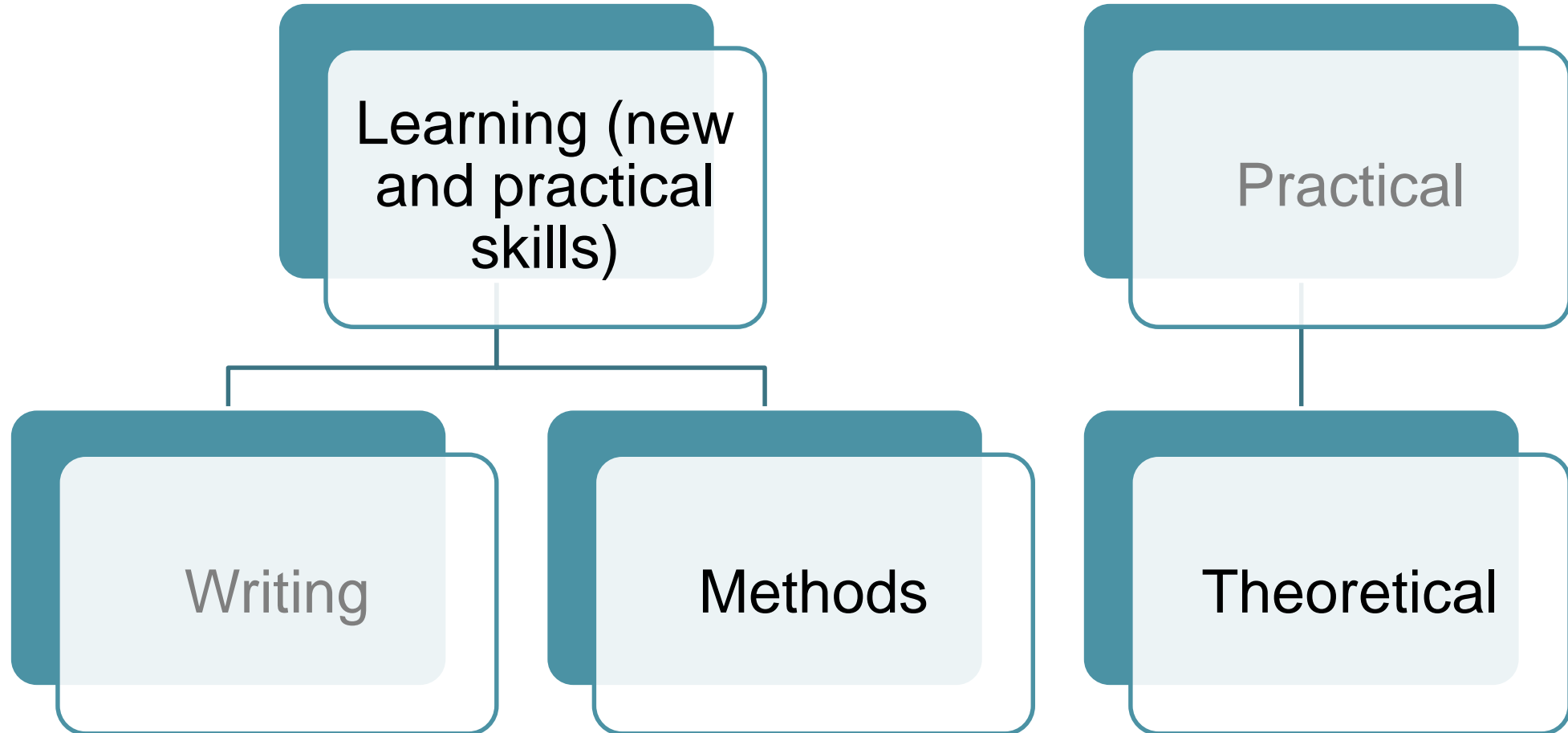
Students are able to ...

- ✓ ... 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.

The research onion



Expectations



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Thank you very much for your attention.

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