

Année universitaire 2024/2025

## Research in Management - 2nd year

### PROGRAMME DE LA FORMATION

- Semestres 3 et 4
  - BLOC 1
    - Qualitative methodology for management
    - Quantitative methodology for management
    - Research Design in Management
    - Advanced methods
  - BLOC 2
    - Organization Theory
    - Theoretical specialization 1
    - Theoretical specialization 2
    - Theoretical specialization 3
    - Theoretical specialization 4
    - Theoretical specialization 5
  - BLOC 3
    - Transversal seminar 1 (PSL WEEK 1)
    - Transversal seminar 2 (PSL WEEK 2)
  - BLOC 4
    - Research training
    - Research writing
    - Thesis project
    - Research skills

### DESCRIPTION DE CHAQUE ENSEIGNEMENT

#### Advanced methods

ECTS : 3

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#### Organization Theory

ECTS : 6

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#### Qualitative methodology for management

ECTS : 3

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# Quantitative methodology for management

ECTS : 3

## Description du contenu de l'enseignement :

### Session 1 22/01 - 8:30-11:45am

Introduction to quantitative research methods and to the seminar

### Session 2 22/01 - 1:45-5pm

Quantitative research designs + Citrix

### Session 3 23/01 - 8:30-11:45am

Survey research methods

### Session 4 24/01 - 8:30-11:45am

Survey research workshop

### Session 5 24/01 - 1:45-5pm

Experimental research methods

### Session 6 25/01 - 8:30-11:45am

Experimental research workshop

### Session 7 25/01 - 1:45-5pm

Research proposal workshop

### Session 8 26/01 - 1:45-5pm

*Research proposal presentations*

## Compétence à acquérir :

The seminar is designed to introduce students to principles and fundamental tools of the quantitative methods most frequently used in management research. We will present a range of critical topics including survey research and experimental design.

## Mode de contrôle des connaissances :

The evaluation will be based on an individual research proposal at the end of the seminar, on group activities during workshops, and on class preparation and active participation.

## Bibliographie, lectures recommandées :

### Session 1

· della Porta, D. and Keating, M. (2008), **Chap2: How Many Approaches in the Social Sciences? An Epistemological Introduction**, In *Approaches and methodologies in the social sciences : A pluralist perspective*, Cambridge University Press, pp19-39.

### Session 2

· Weathington, Bart L., et al. (2012), **Chap3: The Foundations of Research**, In *Understanding Business Research*, John Wiley & Sons, Incorporated, pp41-71.

· Franklin, M. (2008), **Chap13: Quantitative Analysis**, In *Approaches and methodologies in the social sciences : A pluralist perspective*. Cambridge University Press, pp240-262.

· Eisend, M., and Kuss, A. (2019). **Chap7: Hypotheses and Model for Theory Testing**, In *Research Methodology in Marketing*, Springer, Cham, pp151-172.

### Sessions 3+4

· Weathington, Bart L., et al. (2012), **Chap4: An Overview of Research Methods**, In *Understanding Business Research*, John Wiley & Sons, Incorporated, pp73-103.

· Aityan, S.K. (2022). **Chap16: Survey Method**, In *Business Research Methodology*, Springer, Cham, pp343-357.

### Sessions 5+6

· Eisend, M., and Kuss, A. (2019). **Chap8: Testing Causal Relationships**, In *Research Methodology in Marketing*, Springer, Cham, pp173-193.

Session 7

· Aityan, S.K. (2022). **Chap22: Writing Research Report**. In *Business Research Methodology*, Springer, Cham, pp461-479.

· Aityan, S.K. (2022). **Chap23: Making Presentations**, In *Business Research Methodology*, Springer, Cham, pp481-491.

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## Research Design in Management

ECTS : 3

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## Research skills

ECTS : 6

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## Research training

ECTS : 3

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## Research writing

ECTS : 6

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## Theoretical specialization 2

ECTS : 3

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## Theoretical specialization 3

ECTS : 3

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## Theoretical specialization 4

ECTS : 3

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## Theoretical specialization 5

ECTS : 3

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## Theoretical specialization 1

ECTS : 3

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## Thesis project

ECTS : 6

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## Transversal seminar 1 (PSL WEEK 1)

ECTS : 3

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## Transversal seminar 2 (PSL WEEK 2)

ECTS : 3

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