

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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**ACCEPTED BY:**

**Rector:**

**( Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “Research Methods for Business”**

**DEGREE PROGRAMME: International Business; BACHELOR`S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 7;**

**TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 75 h.**

**CREDITS: 8**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

| <i>TYPE OF STUDY HOURSE</i> | <b>WORKLOAD,<br/>h.</b> | <b>TEACHING<br/>HOURS PER<br/>WEEK, h</b> |
|-----------------------------|-------------------------|-------------------------------------------|
| <b>CURRICULAR:</b>          |                         |                                           |
| incl.                       |                         |                                           |
| • LECTURES                  | 45                      | 3                                         |
| • SEMINARS (lab. exercises) | 30                      | 2                                         |
| <b>EXTRACURRICULAR</b>      | 165                     |                                           |

**Prepared by:**

1. ....  
(Assoc. Prof. Dr. Bistra Vassileva)

2. ....  
(Assoc. prof. Dr. Evgenia Tonkova)

3. ....  
(Chief assist.prof.Dr. Vanya Krалеva)

**Head of department: .....**  
**„Marketing“ (Prof.Dr. Evgeni Stanimirov)**

## **I. ANNOTATION**

*This course provides a comprehensive introduction to research proposal writing, research methodologies, and foundational research theories and protocols. Students in the course learn about the cyclical nature of applied research and the iterative process of research writing. The course teaches students how to write a proposal, engage in independent studies, and work collaboratively with a mentor-mentee relationship. The curriculum is sequential, helping students to identify a study topic, formulate inquiry questions, organize a literature review, and select appropriate research designs and methodologies. Students use the proposal they develop to establish the foundation of a summer project and the basis of a final research paper that will be submitted at the end of the summer once the study is completed. By the end of the course, students will complete a proposal that includes an introduction, problem statement (significance of study), literature review, methods section, references, and a project timeline. At the end of the summer students will convert this proposal into a full research that will include the following sections: findings, discussion, conclusions, and references.*

*Throughout the course, students will learn how research projects can be applied in real business life. In summary, the course helps students become researchers, and it encourages them to continue looking for opportunities to further develop their research skills.*

## **II. THEMATIC CONTENT**

| No.                                               | TITLE OF UNIT AND SUBTOPICS                                                         | NUMBER OF HOURS |           |    |
|---------------------------------------------------|-------------------------------------------------------------------------------------|-----------------|-----------|----|
|                                                   |                                                                                     | L               | S         | LS |
| <b>I. Introduction to Research Methods</b>        |                                                                                     | <b>10</b>       | <b>5</b>  |    |
| 1.                                                | The nature and scope of research methods                                            |                 |           |    |
| 2.                                                | Research process.                                                                   |                 |           |    |
| 3.                                                | Preliminary stages of research process.                                             |                 |           |    |
| 4.                                                | Secondary data research. Syndicated services                                        |                 |           |    |
| <b>II. Exploratory Research Design</b>            |                                                                                     | <b>6</b>        | <b>4</b>  |    |
| 1.                                                | Classification and differences between research designs.                            |                 |           |    |
| 2.                                                | In-depth interviews and focus group interviews.                                     |                 |           |    |
| 3.                                                | Projective techniques and observation.                                              |                 |           |    |
| <b>III. Descriptive Research Design</b>           |                                                                                     | <b>8</b>        | <b>5</b>  |    |
| 1.                                                | Survey methods.                                                                     |                 |           |    |
| 2.                                                | Measurement and scaling. Scale development.                                         |                 |           |    |
| 3.                                                | Questionnaire design. Sampling: basic constructs. Sampling techniques. Sample size. |                 |           |    |
| <b>IV. Causal Research Design</b>                 |                                                                                     | <b>8</b>        | <b>4</b>  |    |
| 1.                                                | The concept of causality in marketing research.                                     |                 |           |    |
| 2.                                                | Experiments: constructs and elements.                                               |                 |           |    |
| 3.                                                | Experimental design. Types of experiments.                                          |                 |           |    |
| <b>V. Data Collection and Basic Data Analysis</b> |                                                                                     | <b>5</b>        | <b>6</b>  |    |
| 1.                                                | Survey fieldwork and data collection.                                               |                 |           |    |
| 2.                                                | Nonsampling error and nonresponse error in marketing research.                      |                 |           |    |
| 3.                                                | Nature and scope of data preparation.                                               |                 |           |    |
| <b>VI. Advanced Data Analysis</b>                 |                                                                                     | <b>8</b>        | <b>6</b>  |    |
| 1.                                                | Tests for differences.                                                              |                 |           |    |
| 2.                                                | Determining and interpreting associations between two variables.                    |                 |           |    |
| 3.                                                | Predictive analysis in marketing research.                                          |                 |           |    |
| <b>Total:</b>                                     |                                                                                     | <b>45</b>       | <b>30</b> |    |

## **III. FORMS OF CONTROL:**

| No.                                    | TYPE AND FORM OF CONTROL        | No/week  | Extracurricular hours |
|----------------------------------------|---------------------------------|----------|-----------------------|
| <b>1.</b>                              | <b>Midterm control</b>          |          |                       |
| 1.1.                                   | Project (on a predefined theme) | 1        | 55                    |
| 1.2.                                   | Test                            | 1        | 20                    |
| 1.3.                                   | Presentation                    | 1        | 30                    |
| <b>Total midterm control:</b>          |                                 | <b>3</b> | <b>105</b>            |
| <b>2.</b>                              | <b>Exam</b>                     |          |                       |
| 2.1.                                   | Test                            | 1        | 60                    |
| <b>Total final term control:</b>       |                                 | <b>1</b> | <b>60</b>             |
| <b>Total for all types of control:</b> |                                 | <b>4</b> | <b>165</b>            |

#### **IV. LITERATURE**

##### **REQUIRED (BASIC) LITERATURE:**

Neuman, William Lawrence. 2011. *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Edition. Boston: Pearson.

##### **RECOMMENDED (ADDITIONAL) LITERATURE:**

Becker, Howard. 1998. *Tricks of the Trade. How to Think About Your Research While Doing It*. Chicago: University of Chicago Press.