Introduction to Research Methods

Master of Science in Innovation Management – MAIN
Academic year 2022/23

1. <u>General information on the course</u>

Name of the course	Introduction to Research Methods
Degrees	Master ("Laurea Magistrale") in Innovation Management – *MAIN*
Type	Elective
Cycle/Year/Semester	2nd Year; 1st Semester
Class hours	12h (2 ECTS)
Language of the course	English
Department	Institute of Management (IoM)
Lecturers	**Andrea Tenucci** Office: IoM, Alliata Palace, Piazza Martiri Libertà, 24 (1st floor) e-mail: a.tenucci@santannapisa.it **Francesco Testa** e-mail: f.testa@santannapisa.it **Sara Giovanna Mauro** e-mail: saragiovanna.mauro@unimore.it **Giacomo Pigatto** e-mail: g.pigatto@santannapisa.it
Time of lectures	See MAIN detailed timetable
Platform (only in case of online lectures)	Cisco Webex
Office hours	By fixing an appointment by email

2. <u>Contents of the course, objectives and list of topics</u>

2.1 <u>Contents</u>

The course will appeal to students who require an understanding of research approaches and skills, and importantly an ability to deploy them in their studies or dissertation. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

A comprehensive research proposal is the primary document produced and assessed in the course.

2.2 <u>Objectives</u>

By the end of the course the students should be able to:

i) Understand research terminology
ii) Be aware of the ethical principles of research, ethical challenges and approval processes

iii)   Describe quantitative, qualitative and mixed methods approaches to research
iv)   Identify the components of a literature review process
v)   Critically analyze published research

2.3 List of topics
A. Introduction to Research
        A.1) What is research?
        A.2) Paradigms, Theories, Methodologies and Methods
        A.2) What is a research question?

B. Literature review
        B.1) What is a literature review?
        B.2) Different types of literature reviews
        B.3) Searching in the databases

C. Qualitative research: Case study method
        C.1) Case study classification
        C.2) Conducting a case study

D. Quantitative research: Survey method
        D.1) Data collection and the use of questionnaires
        D.2) Data analysis and software

E. Structuring and producing a research proposal/paper

3) Prerequisites
No specific prerequisites are required.

4) Teaching method
The course is implemented through several learning activities: lectures, tutorials, interactive discussions, oral presentations, readings and written assignments.
In more details:
   i.   **lectures**, where the lecturer introduces topics, concepts and tools;
   ii. **tutorials**, where students can verify, supported by the lecturer, their understanding of topics, concepts and tools through exercises;
   iii. **interactive discussions and oral presentations** based on case studies development, where students are required to discuss business cases;
   iv. **readings and written assignments**, where students are required to demonstrate their capability of argumentation and critical discussion of some of the topics of the course by preparing written assignments.

The course is based on continuous interactions between students and lecturers.

5) Evaluation method
The final score will be assigned by individual and group assignments during the course.
A sufficient grade (18/30) is at minimum needed in the written exam to pass.

6) Teaching materials
The teaching materials, readings and any other material will be detailed at the beginning of the course and will be available on the e-learning platform Moodle (https://elearning.santannapisa.it/), to be accessed through your School credentials.

Changes in the timetable due to unpredictable events or to the arrangement of guest lectures will be timely communicated.