

<b>Nummer/Code</b>	F23
<b>Module Name</b>	<b>Research methods</b>
<b>Type of Module</b>	Professional module (compulsory)
<b>Educational Outcomes, Competencies, Qualification Objectives</b>	<p>The aims of the module are:</p> <ul style="list-style-type: none"> <li>• To understand the philosophical bases of research in the social sciences;</li> <li>• To foster students' understanding of key techniques for collecting and analysing qualitative and quantitative data and their relative strengths and weaknesses;</li> <li>• To be aware of the linkages between theory, data, analysis and interpretation and of the role and impact of the researcher in the research process;</li> <li>• To improve accessibility of research material, such as, journal articles;</li> <li>• To provide more advanced skills in support of other modules and dissertation research involving quantitative and qualitative analysis.</li> </ul>
<b>Types of Courses</b>	Seminar (2 SWS), Seminar (N) (2 SWS)
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Principles, practicalities and issues of using qualitative and quantitative research methods typically found in the social sciences;</li> <li>• Concepts (e.g. ontology, epistemology and methodology) and how these form research questions and data analysis;</li> <li>• Techniques for collecting and analysing qualitative data, e.g. interviews and focus groups, documentary analysis, ethnography, visual methods, discourse analysis and case study design;</li> <li>• Techniques for collecting and analysing quantitative data, e.g. statistics, hypothesis testing, sample design, multiple regression analysis, multiple analysis of variance, discriminant analysis, factor analysis, cluster analysis, discrete choice analysis;</li> <li>• Qualitative comparative analysis and mixed-method approaches.</li> </ul>
<b>Course Title</b>	Research methods
<b>Teaching and Learning Methods (Types of Teaching and Learning)</b>	Lectures and short lectures combined with facilitated group discussion, seminars and exercises
<b>Module Applicability</b>	MSc International Food Business and Consumer Studies
<b>Duration of Module</b>	1 Semester
<b>Frequency of Module</b>	Annually, winter term
<b>Language</b>	English
<b>Recommended (Content) Prerequisites for Taking the Module</b>	-
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<b>Students Workload</b>	180 hours, of which 60 contact hours, 120 hours of independent study
<b>Course Projects</b>	-
<b>Prerequisites for Admission to Examination</b>	-
<b>Examination</b>	Written report (8-10 pages) 50%, written examination (90 minutes) 50%
<b>Number of Credits for the Module</b>	6
<b>Teaching Unit</b>	Faculty of Organic Agricultural Sciences, Kassel University
<b>Module Coordinator</b>	Prof. Dr. Christian Herzig, Kassel University
<b>Module Teacher</b>	Dr. Thomas Krikser, Prof. Dr. Christian Herzig and staff, Prof. Dr. Ulrich Hamm and staff
<b>Types of Media</b>	Lectures, exercises
<b>Literature</b>	A reading list will be provided on the e-learning platform