

Identification	Subject	ECON 305 Qualitative and Quantitative Research Methods	
	Department	School of Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Rufat Mammadov	
	Email	rmammadov@beu.edu.az	
	Classroom/hours		
Prerequisites			
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Uma Sekaran and Roger Bougie (2020), Research Methods for Business (7th ed), Wiley		
Course outline	Qualitative and Quantitative Research methods" is the most important and results-oriented part of marketing, human resource, and management. Since marketing starts from the wants and needs of the market, Qualitative and Quantitative research methods is maintaining its importance with each passing day. Thus, issues such as innovations in the market, changes in consumer wants and desires, changes in demand in the industrial goods market, knowledge of price elasticity, information about competitors and the competitiveness of new entrants to the market have always been important for marketing. The correct information obtained plays an indispensable role in determining the company's marketing strategy. Besides, in human resource and management company can conduct research in order to find out satisfaction level, motivation and their impact to performance. Therefore, companies have always taken marketing research seriously.		
Course objectives	The main goal of the " Qualitative and Quantitative Research methods" course is to form concepts and teach students how qualitative and quantitative research is conducted, how samples are determined, how survey questions are prepared, how observations are made, and how to use the SPSS program, and their application.		
Learning outcomes	At the end of the course the students will be able; • To choose applied or basic research • To find correct research problem • To form correct research question • To build correct scientific framework • To find correct data • To choose correct research type • To prepare correct survey type • To prepare final reports of research • To work with SPSS		
Teaching methods	Case analysis/ Exercises/Assignments		X
	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Quizzes	Whole semester	10
	Practical Assignments	In May	10
	Activity	Whole semester	5
	Attendance	Whole semester	5
	Final Exam	TBA	40
	Total points		100
Policy	Students will be required to select and work on an appropriate topic guided by the academic research methods presented. The total volume of the research work should be around 10-12 pages (2500-3000 words). At this time, students will be required to follow all research principles and methodologies presented in the lecture. A sample of research and presentation will be provided by the teacher. The research paper should be submitted no later than December 10. Attendance: Because of the once-a-week course format, students are expected to attend all sessions. If the student has an absence, he/she takes responsibility for making up assignments and for obtaining missed lecture information. Activity is important for doing well in the course. You'll be graded for your active engagement with the material and your peers. The good research work, activity and participation will account for 5 % of the total course grade.		

	Class preparation. Students are responsible for: 1) reading the assigned materials; 2) taking the initiative to ask questions that promote understanding of the academic subject; 3) communicating regularly with the instructor, especially in matters related to class assignments. Research proposal presentation. Proposal presentation and discussion will be conducted by each student. The proposal presentation includes the following: title, introduction, literature review, methodology, and proposed data analysis. Proposal presentation will constitute 10 % of the total course grade. Students must present the research paper they have prepared during the session at the end of the session (last two weeks). The presentation is presented in the "Power Point" program, consisting of at least 20 slides. The student presents a brief summary of the topic and results of the research. Cheating/plagiarism. Academic integrity is fundamental to the activities and principles of a university. Breaches of the academic integrity will lead to assignment cancellation. When in doubt about plagiarism or any other form of cheating, consult the course instructor. Use of AI – Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project. Quizzes – Might occur randomly; therefore, you should duly prepare yourself for each class. Questions will be mix of open and multiple-choice questions. No make-up quizzes will be made!		
Tentative Schedule			
Week	Date/Day	Topics	Textbook/Assignments
1		Introduction to research	Textbook Ch1
2		The scientific approach and alternative approaches to investigation	Textbook Ch2
3		Defining and refining the problem	Textbook Ch3
4		The critical literature review	Textbook Ch4
5		Theoretical framework and hypothesis development	Textbook Ch5
6		Elements of research design	Textbook Ch6
7		Interviews	Textbook Ch7
8		Midterm Exam	
9		Data collection methods: Observation	Textbook Ch8
10		Administering questionnaires	Textbook Ch9
11		Experimental designs	Textbook Ch10
12		Measurement of variables: Operational definition	Textbook Ch11
13		Measurement: Scaling, reliability and validity	Textbook Ch12
14		Sampling	Textbook Ch13
15		Quantitative data analysis and reporting	Textbook Ch14
		Final Exam	