

Valid for 2022-23-24.HS

| Module Name: Applied Research Methods | |
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| Module Code | n.MA.RE.ARM.22HS |
| Module Description | The module predominantly addresses qualitative and quantitative sociological research methods with the aim of applying them to specific issues and problems in the fields of real estate and facility management. The students are provided with the fundamentals and competencies that are required for this by using practical examples. |
| Programme and Specialisation | Master of Science in Real Estate & Facility Management (MSc REFM) |
| Legal Framework | Academic Regulations for the Master's Programme MSc REFM dated 01.08.2024, Appendix to the Academic Regulations for the Master's Programme, first adopted on 30.08.2011 |
| Module Category | Module Type: Compulsory |
| ECTS | 5 |
| Organisational Unit | N Institute for Facility Management (IFM) |
| Module Coordinator | Dr Clara Weber (weec) |
| Deputy Module Coordinator | Marcel Janser (jannr) |
| Prerequisite Knowledge | Basic knowledge of statistics |
| Contribution to Programme Learning Goals (Affected by Module) | <ul style="list-style-type: none"> ■ Specialised expertise ■ Methodological skills ■ Interpersonal skills ■ Self-competence |
| Contribution to Programme Learning Objectives | <p>Specialised expertise</p> <ul style="list-style-type: none"> ■ Understanding & knowledge of theory & practice-oriented content ■ Application, analysis, and linking of theory & practice-oriented content ■ Evaluation of theory & practice-oriented content <p>Methodological competence</p> <ul style="list-style-type: none"> ■ Problem solving & critical thinking ■ Scientific methods ■ Working methods, techniques & procedures ■ Information literacy ■ Creativity & innovation <p>Social competence</p> <ul style="list-style-type: none"> ■ Written communication ■ Oral communication ■ Cooperation in a team & conflict resolution ■ Interculturalism & empathy <p>Self-competence</p> <ul style="list-style-type: none"> ■ Self-management & self-reflection ■ Ethical & social responsibility ■ Learning & transformation |
| Module Learning Objectives | <p>Students</p> <p>Principles of empirical social research</p> <ul style="list-style-type: none"> ■ understand key concepts and terminology in empirical social research. ■ understand various qualitative and quantitative research designs and methods, and their potential. ■ have reporting skills (qualitative and quantitative research results). <p>Qualitative methods</p> <ul style="list-style-type: none"> ■ are familiar with the general theoretical background, areas of application and possibilities of various qualitative social research methods. ■ are familiar with the quality standards of qualitative social research. ■ have data collection skills (interviews) as well as evaluation skills (content and thematic analysis) in qualitative social research. <p>Quantitative methods</p> <ul style="list-style-type: none"> ■ can apply basic descriptive statistical and inferential statistical methods in a critical and reflective manner and check test requirements. ■ are proficient in working with quantitative data and statistical analysis software. ■ can apply quantitative methods to answer research questions using empirical data. |
| Module Content | <ul style="list-style-type: none"> ■ Key concepts and terminology in empirical social research ■ Research designs and their potential ■ Approaches to qualitative data collection (e.g., interviews), data preparation (transcription and coding) and data analysis (e.g., content and thematic analysis), and reporting on the collected data ■ Forms of quantitative data collection (e.g., questionnaires, observation, sensors), data processing (data import, variable definition, data cleansing, variable calculation, data selection) and data analysis (descriptive statistics and inferential statistical methods, e.g., T test; analysis of variance; correlation; simple linear regression; non-parametric tests), and reporting on the collected data (APA) |

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| Links to other modules | The content of this module is linked to the following modules: Real Estate Modelling and Forecasting Research Plan Master's Thesis | | |
| Methods of Instruction | <ul style="list-style-type: none"> ■ Lecture ■ Interactive instruction ■ Application tasks ■ Case studies ■ Exercises ■ Research-based learning ■ Literature review | Social Settings Used | |
| Digital Resources | <ul style="list-style-type: none"> ■ Script / reader ■ Teaching videos ■ Practice and application exercises (with answers) ■ Case studies (with answers) ■ Livestream lectures (possibly) ■ Statistics software | | |
| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
| Lecture | 40 h | - | |
| Practical work | - | 12 h | |
| Project work | - | - | |
| Seminar | - | - | |
| Total | 40 h | 12 h | 98 h |
| Double teaching may occur. Double teaching is not included in the time planning. | | | |
| Performance Assessment For performance assessments during the semester, resubmission, respectively repeat exam, is offered in accordance with § 12 and § 12a of the study regulations for the Master's degree programme in Real Estate & Facility Management at the Zurich University of Applied Sciences. Resubmission or repeat exams are not offered for end-of-module exams. | | | |
| End-of-module exam | Form | Length (min.) | Weighting |
| Exam | Written individual work | Maximum 180 minutes* | 50% |
| Permitted resources | - | - | |
| *Students have up to 180 minutes to complete the exam. | | | |
| Others | Assessment | Length (min.) | Weighting |
| Interview study | Written group work | - | 50% |
| Classroom Attendance Requirement | Mandatory attendance: none but recommended. | | |
| Language of Instruction/Examination | English | | |
| Compulsory Reading | Principles of empirical social research and qualitative methods: <ul style="list-style-type: none"> ■ Berg, B., & Lune, H. (2012). Qualitative research methods for social sciences. Pearson. ■ Blaikie, N. (2010). Designing social research. The Logic of Anticipation. Polity. Quantitative methods: <ul style="list-style-type: none"> ■ Landers, R. N. (2013). A Step-by-Step Introduction to Statistics for Business (1st edition). Thousand Oaks, CA: SAGE Publications Ltd. ■ Landers (2013), Teil I (Kapitel 1-5) behandelt statistisches Wissen auf BSc-Niveau. Die darin behandelten Konzepte werden daher ab Modulbeginn als bekannt vorausgesetzt. ■ Landers (2013), Teil II (Kapitel 6-12) werden im Verlaufe des Semesters behandelt und sind jeweils vor der entsprechenden Einheit zu lesen. | | |
| Recommended Reading | See the provided reading list | | |
| Comments | Adjustments to the module or to the assessments may occur at short notice. | | |