Modul Cover Sheet

Study Programme	MSc in Facility Management
Study Year	2018_19
Module	**Qualitative and Quantitative Research Methods**
Code	n.MA.FM.QQRM.16FS
Status	Compulsory Module
***Type**	**C** X **R** **M**
ECTS-Credits	6
Workload	180
Regulations applications	RPO vom 29. Januar 2008, Studienordnung für den Masterstudiengang MSc in Facility Management vom 24. März 2011, Anhang für den Masterstudiengang MSc in Facility Management vom 30. August 2011, angepasst am 14.4.2015 *(Non-binding translation: General Academic Regulations for Bachelor's and Master's degree programmes at the Zurich University of Applied Sciences on 29 January 2008, Academic Regulations for the Master's programme in Facility Management at the Zurich University of Applied Sciences on 24 March 2011, Annexe to the Academic Regulations Master of Science in Facility Management on 30 August 2011, amended on 14 April 2015)*

Module Coordinator	Prof. Dr. Andrea Ch Kofler	
Telephone / Email	+41 58 934 56 23	kofl@zhaw.ch
Comments	Students develop their skills in class, in workshops and in interactive lectures. However, they are expected to prepare themselves for the workshop and weekly lectures in extended self-study sessions. These tasks will have to be fulfilled on an individual base. One Friday/Saturday Workshops is part of the programme.	

*Typus (*Type*)
- **C** *Core Course/Module* (Kerngebiet eines Studienprogramms)
- **R** *Related Course/Module* (Unterstützung des Kerngebiets mit Vermittlung von Vor- oder Zusatzkenntnissen)
- **M** *Minor Course/Module* (Wahl- oder Ergänzungskurs/-modul)

EUROPEAN CREDIT TRANSFER SYSTEM (ECTS)

Consecutive Sheet

Study Programme	MSc in Facility Management
Study Year	2018_19
Course	**Qualitative and Quantitative Research Methods**
Code	n.MA.FM.QQRM.16FS.V
Module	Qualitative and Quantitative Research Methods
Status	Compulsory Course
***Type**	**C** X **R** **M**
Regulations applicable	RPO vom 29. Januar 2008, Studienordnung für den Masterstudiengang MSc in Facility Management vom 24. März 2011, Anhang für den Masterstudiengang MSc in Facility Management vom 30. August 2011, angepasst am 14.4.2015 *(Non-binding translation: General Academic Regulations for Bachelor's and Master's degree programmes at the Zurich University of Applied Sciences on 29 January 2008, Academic Regulations for the Master's programme in Facility Management at the Zurich University of Applied Sciences on 24 March 2011, Annexe to the Academic Regulations Master of Science in Facility Management on 30 August 2011, amended on 14 April 2015)*

Total Workload (hours)

	1. Sem.	*2. Sem.*	*3. Sem.*	*4. Sem.*	*5. Sem.*
Lectures		*56*			
Coached Self-study		*40*			
Autonomous Self-study		*84*			
Total Workload		*180*			

Course Coordinator	Prof. Dr. Andrea Ch Kofler	
Telephone / Email	+41 58 934 56 23	andrea.kofler@zhaw.ch
Lecturer(s) **Speaker(s)** **Associate(s)**	Dr. Maria Anisimova, Prof. Dr. Andrea Kofler, MSc Marcel Janser	

EUROPEAN CREDIT TRANSFER SYSTEM (ECTS)

Learning Outcomes and Competencies	Students acquire the skills to apply different research designs and strategies. The acquired skills should include the ability to design one's own data collection instruments (e.g. questionnaire, interview guideline) addressing a specific research question. They are familiar with the data collection as well as with data analysis techniques. They should be able to use selected tools (e.g. SPSS) properly. Data interpretation skills will be developed so the students are capable to draw valid conclusions from their research data. Students are able to carry out a research project. Students are able to • understand underlying research philosophies. • develop data collection instruments. • collect a variety of different data types. • choose appropriate data analysing tools. • evaluate quantitative and qualitative based research results. • report on quantitative and qualitative results. Students know the different data collection methods and know to develop research designs within the quantitative, qualitative and mixed methods strategy.
Course Content	The course focuses on quantitative and qualitative research strategies. Students get to know the different underlying research philosophies, learn and apply selected techniques for data collection and know how to perform different analyses procedures of collected data in research. The course reflects the various phases in a research project. Real live problems with FM relevant questions are in focus. The course includes the following topics: • research philosophy, strategy and process • development and use of data collection instruments • data analysis methods, instruments and programs • advanced statistical concepts • interview and observation techniques, focus groups, document analysis • SPSS
Language of Instruction	English
Expected Attendance	Attendance is expected and strongly recommended. Mandatory attendance on selected dates – the exact dates will be provided at the beginning of the course.
Assessment	Two written quick tests (closed book) Qualitative Research during the semester and individudal course contribution "Instruments" at the end of the exam period count for 40% of the total course mark: • QT Research Philosophy and Design (30%) • QT Qualitative Interviewing and Focus Groups (30%) • Qualitative Data Collection Instruments (40%) Written exam Quantitative Research in the exam period counts for 60% of the total course mark. It contains of two parts: Part I Statistics (contributing 40% to this exam mark) and Part II SPSS (contributing 60% to this exam mark).

EUROPEAN CREDIT TRANSFER SYSTEM (ECTS)

Course Materials / References	Students will be provided with selected texts at the beginning of the semester. Berg, B. and H. Lune (2012[8]). Qualitative Research methods for Social Sciences. Pearson, New Jersey. Blaikie, N. (2010[2]). Designing Social Research. The Logic of Anticipation. Polity Press, Cambridge. Field, A., Discovering Statistics using SPSS (3rd edition) Pallant, J., The SPSS survival manual (5th edition) Sekaran, U. and R. Bougie (2009). Research Methods for Business. John Wiley&Sons, West Sussex.
Entrance Requirements	Academic Skills, at least Elective or Research Lab, Case Stuy I
Follow-up Courses	Master's Thesis, Specific Research Skills
Comments	Students develop their skills in class in workshops and in interactive lectures. However, they are expected to prepare themselves for the workshop and weekly lectures in extended self-study sessions. These tasks will have to be fulfilled on an individual base. One Friday/Saturday Workshops is part of the programme.