Al-Farabi Kazakh National University
Higher School of Economics and Business
Department of "Business Technologies"

DISCIPLINE FINAL EXAM PROGRAM

AP 7201- Scientific Research methods

8D11301 - Logistics (by industry)

8D04110 Finance

8D04116 Audit and control

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(Full name, academic degree, academic title, position)

The program of the final exam in the discipline AP 7201- Scientific Research methods considered and approved at a meeting of the Department of Business Technologies, Protocol No. 13 of February 15, 2022

INTRODUCTION

Based on the results of training for 15 weeks, the final exam will be held on the IS Univer platform, in the form of a Standard exam, in the form of a written (offline).

WRITTEN EXAM: TRADITIONAL - ANSWERS TO QUESTIONS. Written exam - the student takes the exam in an offline format in the classrooms indicated in the schedule. By means of filling out a sheet of answers to questions automatically generated exam ticket. Exams will be supervised by on-duty teachers and a monitoring committee.

When passing the exam, it is required to provide complete answers to the questions posed.

The rules for passing the exam will be sent additionally.

Topics on which assignments will be made:

1. Introduction to Research Methodology
2. Research methods: bibliographical research
3. Research methods: interviews & surveys
4. Planning your project
5. A Quick Overview of Descriptive Statistics and Estimation Concepts
6. Carrying Out an Empirical Project
7. The Research Process
8. Writing a Research Paper
9. Conducting Research
10. Selection of Research Design
11. Qualitative and Quantitative Research Methods
12. Basic qualitative and quantitative methods of analysis
13. Communicating the results of your research

At the time of taking the exam, students should be able to:

- explain the principles and technology of scientific research for their effective organization;

- apply ethical standards, a system of scientific information and sampling principles to form a research program;

- to analyze the features of planning and organizing scientific research based on methods: observation, questioning, focusing, experiment, panel and projection methods;

- to form the relationship between research methods and the form of presentation of research results based on research tools

- develop a toolkit of applied research methods for the necessary professional activities of a researcher

Program topics for exam preparation

1. **Introduction to Research Methodology.** Content and value of Research Methodology. Classification of Research Methodology. Principles of Research Methodology
2. **Research methods: bibliographical research**. Bibliographical research; Semi-structured interviews; Surveys; Observations;
3. **Research methods: interviews & surveys. Whom** you select for your study. Interview. In-depth interviews. Interviewing process .in-depth interviews: types of questions. Active listening. In-depth interviews: motives and intentions. Interview: advantages & disadvantages. Survey. Close-ended questions types. Types of surveys. Observation
4. **Planning your project**. In this class we are going to examine how to. explore your interests to find a topic, narrow it to a manageable scope, question it to find the makings of a problem, then turn it into a problem that guides your research.
5. **A Quick Overview of Descriptive Statistics and Estimation Concepts.** Descriptive Analysis of Results: Mean Median, Mode, Standard Deviation, Range, Coefficient of Variation, Interval Estimation, Confidence Intervals.
6. **Carrying Out an Empirical Project.** Finding interesting research questions. Literature review. Data collection. Econometric Analysis. Some general guidelines
7. **The Research Process.** Purposes of Research. 'Six' Phases of Research: Problem definition, Literature review, Selection of research design, subjects, and data collection techniques, Data gathering, Data processing and analysis Implications, Conclusions, and Recommendations. Research Design and Methodology.
8. **Writing a Research Paper.** Choosing Your Topic. Narrowing Your Topic. Identifying a Strong Thesis Statement. Writing a Thesis Statement. Creating an Outline
9. **Conducting Research.** Purpose of Literature Review. Literature Review as a Process. Components of Lit. Review. Working with Literature. What about Non-refereed Journals. Sources of Literature. Writing the Conclusion
10. **Selection of Research Design.** Data Gathering. Data processing and analysis. Interpreting the Results. Operational Definitions. Language of Sampling. Unit of Analysis. Independent and Dependent Variables
11. **Qualitative and Quantitative Research Methods**. Qualitative research methodology: Case study (developed into a critical analysis and/or comparative analysis); Historical research; Grounded theory; Ethnography; Discourse analysis; Phenomenology;
12. **Basic qualitative and quantitative methods of analysis**: Application forms, Closed ended Questionnaires, IQ Tests , Measurements, Diary accounts, Document review, Open ended Questionnaires , Unstructured interviews, Unstructured observations

13. **Communicating the results of your research**. How to organize your final report. How to organize your final report. Communication of results. Additional issues. Argumentation. Acknowledge and respond. Techniques of persuasion. Techniques of persuasion: conclusion. Communicate evidence visually. The use of charts

The policy of grading answers to questions, when checking the exam, is distributed as follows; the first question 30 points, the second question 30 points, the third question 40 points (creative task). In total, a doctoral student can score 100 points for answers.

Recommended reading for exam preparation

Educational literature:

Statistical Techniques in Business and Economics (2005, 12th ed. D. Lind, W. Marchal and R. Mason. McGraw-Hill Irwin. (available in Bookstore)

Introductory Econometrics (2005, 2nd Edition, Jefrey Wooldrege. (available in Bookstore and Library)

Required

- Austin, E.W. & Pinkleton, B.E. (2008), Strategic Public Relations Management. Planning and Managing Effective Communication Programs. Mahwah, New Jersey: Lawrence Erlbaum Associates Publishers.
- An introduction to Business research methods Dr. Sue Greener, Dr. Joe Martell.- 2nd. ed.- Bookboon. com., 2015.- 137 p.
- Booth, W.C., Colomb, C.C. & Williams, J.M. (2003), The Craft of Research. Chicago & London: University of Chicago.
- Daymon, C. & Holloway, I. (2011), Qualitative Research Methods in Public Relations and Marketing Communications. London & New York: Routledge

Suggested further resources

- Sprinz D.F., & Wolinsky, Y. eds. (2004), Cases, Numbers, Models: International Relations Research Methods. Ann Arbor, Michigan: University of Michigan Press.
- Robert, K.Yin.Case Study Research [Текст]: Design and Methods / K.Yin Robert.- USA: Sage, 2014.- 282 c.
- Taylor, S.J., Bogdan, R., & DeVault M.L. (2016), Introduction to Qualitative Research Methods. A Guidebook and Resource. Hoboken, New Jersey: Wiley.
- Turabian, K.L. (2013), A Manual for Writers of Research Papers, Theses, and Dissertations. Chicago & London: The University of Chicago Press.
- Walliman, N. (2011), Research Methods: the basics. London & New York: Routledge.
- Zelazny, G. (2001), Say It With Charts. The Executive Guide to Visual Communication. New York: McGraw-Hill.

Grading system using letter characters

Alphabetical score	Numerical equivalent of points	% description	Assessment according to the traditional system
A	4,0	95-100	Excellent
A-	3,67	90-94	
B+	3,33	85-89	Good
B	3,0	80-84	
B-	2,67	75-79	
C+	2,33	70-74	
C	2,0	65-69	Satisfactorily
C-	1,67	60-64	
D+	1,33	55-59	
D	1,0	50-54	
FX	0,5	25-49	unsatisfactory
F	0	0-24	
I (Incomplete)	-	-	Discipline not passed (not taken into account when calculating GPA)
AU (Audit)	-	-	Subject heard (not taken into account when calculating GPA)
Passed certification	-	30-60 50-100	" Passed certification " (not taken into account when calculating GPA)
Failed certification	-	0-29 0-49	" Failed certification" (not taken into account when calculating GPA)
R (Retake)	-	-	«Relearning the subject" (not taken into account when calculating GPA)
R- difference	-	-	"Curriculum Differences" (not taken into account when calculating GPA)

Scale and criteria for evaluating examination answers in the discipline «Controlling business processes in supply chains»	
A 100 - 95	The student: - stylistically competently, logically correctly stated the answers to the questions; - showed the ability to illustrate theoretical provisions with specific examples; - demonstrated accurate use of scientific terminology; - completed the practical task in full, applied a creative approach when completing the task
A- 94 - 90	The student: - correctly, logically correctly stated the answers to the questions; - completed the practical task in full; - made some errors or inaccuracies in the use of scientific terminology, which are not the result of ignorance or misunderstanding of the educational material

B+ 89 - 85	The student: - correctly stated the answers to the questions; - showed the ability to illustrate theoretical provisions with specific examples; - did not complete the practical task in full
B 84 - 80	The student: - there are small gaps in the statement that did not distort the logical and informational content of the answer; - errors and minor inaccuracies were made in the presentation
B 79 - 75	The student: - errors or more than two shortcomings were made when using scientific terminology - did not complete the practical task in full
C+ 74 - 70	The student: - the content of the material is not fully or consistently disclosed, with a general understanding of the issue, there were difficulties or mistakes were made in the definition of concepts, the use of terminology
C 69 - 65	The student: - did not cope with the application of the theory in a new situation - did not cope with the application of theory when performing a practical task
C- 64 - 60	The student: - insufficient knowledge of theoretical material - insufficient formation of basic skills and abilities was revealed
D+ 59 - 55	The student: - disclosed the main content of the educational material; - there is a lack of knowledge or misunderstanding of the most or the most important part of the training material
F 0-49	The student: - the work showed a complete lack of compulsory knowledge and skills of the student in the discipline being checked