



# Course program and reading list

Semester 1 Year 2024

**School:** Adelson School of Entrepreneurship B.A

## Research Methods For Entrepreneurs

**Lecturer:**

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
3919	Lecture	2	1

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	241391900	Hebrew

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### Course Description

The course aims to introduce the principles, rationale, approaches, and methods of empirical and theoretical research in the social sciences, focusing on the business and entrepreneurship context. Topics include the fundamentals of the scientific method, inquiry and hypothesis, ethics, validity and reliability, the range of research methods and types of research. In class exercises will be carried out in order to apply the learned material and skills. Two graded assignments and a final exam are required of all students.

**Course topics**

- Introduction to academic research through the academic text (academic paper or credible business text)
- Stages of academic research; structure of an academic paper; ethics within research
- Structure of a business report

- Credibility and validity of texts
  - Searching databases; citing and documenting sources
  - Research approaches and design: empirical and theoretical; formulating questionnaires and interviews; collection of data.
  - Statistical analyses; data science; statistical reliability and validity
  - Hypotheses validation within the business model
  - Learning efficient ways to read and write research.
  - Combining multiple sources of information to write a coherent evidence-based literature review.
  - From theory to practice
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## Course Goals

At the end of the course, the student will:

- Know the stages of the academic research and the structure of an academic paper
  - Know the structure of a business report.
  - Understand issues of Credibility and validity of sources
  - Be able to search in academic databases, cite, and document sources
  - Be able to combine multiple sources of information to write a coherent evidence-based literature review.
  - Know the empirical and theoretical research approaches.
  - Be able to formulate questionnaires and interviews and to collect data.
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## Grading

- Two class assignments (pass/failed) – 20%
  - Final assignment: 80% - a passing grade is required.
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## Reading List

Creswell, J. W., & Poth, C. N. (2017). *Qualitative inquiry and research design: Choosing among five approaches* (4<sup>th</sup> edition). Sage Publications Inc.

Croll, A., & Yoskovitz, B. (2013). *Lean analytics: Use data to build a better startup faster*. O'Reilly.

Flick, U. (2015). *Introducing research methodology: A beginner's guide to doing a research project* (2<sup>nd</sup> edition). Sage Publication Inc.

Kariv, D. Baldegger, R., & Kashy, G. (2022). All you need is...entrepreneurial attitudes: A deeper look into the propensity to start a business during the COVID-19 through a gender

comparison (GEM data). *World Review of Entrepreneurship, Management and Sustainability Development*, 18(1/2), 195-226.

Levy, A., & Maaravi, Y. (2017). The boomerang effect of psychological interventions. *Social Influence*, 13(1), 39-51.

Maaravi, Y., Hameiri, B., & Gur, T. (2022). Perceptions of victimhood and entrepreneurial tendencies. *Frontiers in Psychology*, 13, e797787.

Maaravi, Y., Idan, O., & Hochman, G. (2019). And sympathy is what we need my friend - Polite requests improve negotiation results. *PLoS ONE*, 14(3), e0212306.

Murray, R., & Moore, S. (2006). *The handbook of academic writing: a fresh approach*.

McGraw-Hill Open University Press. Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, 9, 369-387.

Williams, C. (2007). Research methods. *Journal of Business and Economic Research*, 5, 65-72.

Materials posted on the course website by the lecturers