



SEMINAR: (DIGITAL) RESEARCH METHODS

Qualification target:

The students should:

- Learn to successfully plan a research project (e.g. empirical Master's thesis)
- Find the relevant international literature, especially in their field of specialization, read it critically and evaluate it analytically
- Select the appropriate empirical methodology for their research questions and object of research
- Present the literature, their research questions, their methodology and results in a convincing and easy-to-understand manner
- Use IT tools such as literature databases or the literature management programme Zotero as well as LLM-based tools effectively and efficiently



Contents:

- Efficient literature search with Web of Science, EBSCO, EconLit, Google Scholar etc.
- Efficient reading of academic papers and critical approach to literature
- Use of theories in general and theories in the field of digital management
- Overview of empirical research methods and criteria for selecting a suitable method
- Overview of qualitative and quantitative research methods
- Deep dive: Interviews and online surveys
- Content analysis
- Options for the publication of research results
- Further content as required

Certificate degree:

Digital further education at university level – our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization:

Lecturer: Prof. Dr. Carsten Herbes

Workload: 150 hours

Framework: Lecture with discussion and exercises

Examination: Seminar Paper (100%)

Course Language: English