

# Course Descriptions NonDegree 2014-2015

Course Title International Business Research  
 Course Code EBC4073  
 ECTS Credits 6,5  
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2014	24-10-2014		X/E			X/E
4	2-2-2015	3-4-2015		X/E			X/E

Level Advanced

Coordinator Gerard Pfann For more information: g.pfann@maastrichtuniversity.nl

Language of instruction English

Goals Familiarize students with different research methodologies.  
 - Introduce students to the components of research, such as formulation of research problems, development of theory and hypotheses, research methodologies, and analysis  
 - Understand what distinguishes good research  
 - Understand the interdependencies and trade-offs in decisions concerning the choices made during a research project  
 - Learn how research outcomes are interpreted and how to critically read research  
 - Train students to write a thoughtful research proposal

Description The course introduces students to scientific thinking in management and business research. It starts with introducing the different research methodologies. Then the ingredients of good research are being discussed.

The course also emphasizes the issue of interpreting research outcomes from a critical perspective. This includes topics, such as how to interpret outcomes and which conclusions can be drawn from these outcomes.

Methodological approaches, such as survey research, case study research, experiments, analysis of secondary data etc., to conduct research are discussed.

Finally, you are requested to write a research proposal yourself.

Scientific articles and data material will be used to confront students with typical problems of conducting research. Group discussions and assignments will be used to gain insights in these problems and to identify potential solutions. The course emphasizes the interdependencies and trade-offs in research decisions and help the student to learn making more realistic choices. In the end the student should have acquired the necessary knowledge and skills to set up and conduct a sound research study him/herself. The emphasis of the course will be on the logic of research and the requirements regarding the research design. The differences between quantitative research and qualitative research will be discussed as well.

Literature Academic articles plus book on Business Research Methods

Prerequisites Previous courses in research methods and qualitative as well as quantitative methods at the Bachelor level are helpful.  
 Course workload is very demanding. Exchange students need to have obtained a Bachelor degree in business.  
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master International Business Track Entrepreneurship	Entrepreneurship
Master International Business Track Organisation	Organisation
Master International Business Track Strategy and Innovation	Strategy
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses