

Course Descriptions Bachelor 2023-2024

Course Title	Market Research Project																
Course Code	BENP1001																
ECTS Credits	5,0																
Assessment	Whole/Half Grades																
Period	<table><thead><tr><th>Period</th><th>Start</th><th>End</th><th>Mon</th><th>Tue</th><th>Wed</th><th>Thu</th><th>Fri</th></tr></thead><tbody><tr><td>3</td><td>15-1-2024</td><td>26-1-2024</td><td>C</td><td></td><td></td><td></td><td></td></tr></tbody></table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	3	15-1-2024	26-1-2024	C				
Period	Start	End	Mon	Tue	Wed	Thu	Fri										
3	15-1-2024	26-1-2024	C														
Level	no level																
Coordinator	Aline Elias Caldeira Dantas For more information: a.dantas@maastrichtuniversity.nl																
Language of instruction	English																
Goals	<ul style="list-style-type: none">* Understanding how to translate a management problem in a market research.* Selecting the best research design based on the management problem. Conducting a market research.* Interpreting the findings of a market research.* Reporting on the findings of a market research.																
Description	Students will perform a market research for local companies interested in selling their products and services in emerging markets. This research will be executed in small groups with each groups.																
Literature	No obligatory literature.																
Prerequisites	No prerequisites are required.																
Keywords	Market research, sample selection, market analysis																
Teaching methods																	
Assessment methods	Final Paper / Presentation																
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	Bachelor Business Engineering Year 1 Project(s)																