

## Course Descriptions NonDegree 2018-2019

Course Title International Business Research  
 Course Code EBC4073  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	3-9-2018	26-10-2018		X			X
4	4-2-2019	5-4-2019		X			X

Level Advanced

Coordinator Gerard Pfann For more information: [g.pfann@maastrichtuniversity.nl](mailto:g.pfann@maastrichtuniversity.nl)

Language of instruction English

Goals IBR is a course on data analytics. IBR students will be acquainted with the relevancy of the scientific approach to business research and investigation. The course will discuss 1) the pillars of scientific research, including objectivity, reliability, testability, replicability, and external validity; 2) the deductive and inductive approaches to business research; 3) identifying an investigative problem and defining the research problem; and 4) the design of a theoretical framework and hypothesis development. Moreover, IBR student will be provided with a thorough training of working with, interpreting and testing data using the computer package SPSS®.

Description This course provides an introduction to key concepts and data analytic tools that are applicable in business environments. Our experience has taught us that when you start in our program as IBR student, in many cases you do not think of yourself as a mathematical master-mind. If that is so, then here is the good news: this course has been developed particularly for you because we realize that you and your fellow-students will constitute the larger part of the next generation of managers and executives. To become a good decision-maker it is important to learn how data can be analyzed and how appropriate data analysis can be performed and the outcomes of it interpreted correctly. Our goal is to make research relevant for you, because it is you who will be the heart and health of the organization you will own or work for and carry responsibility as future manager, executive, and decision maker.

Literature Business Research Methods and Statistics Using SPSS (2008)  
 Authors: Robert B. Burns and Richard A. Burns  
 SAGE Publications Ltd

Accompanying Website:  
<https://studysites.uk.sagepub.com/burns/description.htm>

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

Teaching methods PBL / Lecture / Assignment / Groupwork

Assessment methods Attendance / 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 - Organisation: Management, Change and Consultancy	Compulsory Courses
Master International Business - Strategy and Innovation	Compulsory Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses