Course Descriptions None 2023-2024

Course Title	Market Research Project
Course Code	BENP1001
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	8-1-2024	2-2-2024	C				

Level	no level
Coordinator	Aline Elias Caldeira Dantas For more information:a.dantas@maastrichtuniversity.nl
Language of instruction	English
Goals	* 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)