

Course Descriptions None 2023-2024

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

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
* 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)