

Course Descriptions None 2024-2025

Course Title Research in International Business
 Course Code EBC4280
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2024	20-10-2024		X			X
4	3-2-2025	30-3-2025		X			X

Level Intermediate/Advanced
 Coordinator Desiree Schumacher, Emir Efendic For more information:d.schumacher@maastrichtuniversity.nl; e.efendic@maastrichtuniversity.nl

Language of instruction English

Goals

1. Attain advanced insights into quantitative and qualitative IB research methodologies and designs.
2. Develop sound methodological habits to conduct research in IB.
3. Develop the ability to critically evaluate existing research and identify gaps for future research in IB.
4. Foster an ethical and international perspective on how to approach and apply IB research methods.
5. Enhance interpretation skills to effectively present and defend research findings to diverse stakeholders, such as academic audiences, industry practitioners, and policymakers.

Description

In this seven-week course, you will gain a comprehensive understanding of how to conduct valuable research in the field of international business. By drawing on insights from social sciences, you will learn to critically reflect on and apply both qualitative and quantitative methodologies in the modern business environment. The course is structured around two fundamental pillars: implementation and interpretation. You will learn about modern methodological and analytic approaches followed by instructions on how to interpret the results and outputs of these approaches. Theoretical learning will be accompanied by hands-on sessions where you will engage with influential work in international business, discuss, and critique the methodological approaches used. To enhance practical skills, you will receive instruction on how to implement certain analytic techniques in the statistical language R (no prior knowledge of R is required). By the end of the course, you will possess an adaptive research toolbox that you can apply to a wide range of questions and problems in your master thesis, as well as in modern international business settings.

Literature Bell, E., Bryman, A., & Harley, B. (2022). Business research methods. Oxford university press.

Prerequisites This course is in transition for the master Business Research. See the Master Education and Examination Regulations for more information.

The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025.

TRANSITIONAL REGULATION (EBC4280):

The master Business Research has been discontinued.

Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027.

PREREQUISITES:

Basic (bachelor level) methodological and analytical understanding of business (social science) research practices.

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Papers / Groupwork / Research

Assessment methods Participation / Written Exam / Oral Exam / Assignment / Computer test / 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

Master Business Research - No specialisation	Transitional Regulation
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Compulsory Course(s)
Master International Business - Entrepreneurship and Business Development	Compulsory Course(s)
Master International Business - Managerial Decision-Making and Control	Compulsory Course(s)
Master International Business - Accounting & Control (parttime/NL)	Compulsory Course(s)
Master International Business - Information Management and Business Intelligence	Compulsory Course(s)
Master International Business - Marketing-Finance	Compulsory Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Compulsory Course(s)
Master International Business - Strategic Corporate Finance	Compulsory Course(s)
Master International Business - Strategic Marketing	Compulsory Course(s)
Master International Business - Strategy and Innovation	Compulsory Course(s)
Master International Business - Supply Chain Management	Compulsory Course(s)
Master International Business - Sustainable Finance	Compulsory Course(s)