

# Course Descriptions Bachelor 2023-2024

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	4-9-2023	20-10-2023		X			X
4	5-2-2024	28-3-2024		X			X

Level Intermediate/Advanced

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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 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	Year 1 Disc - IB Acc. and Bus. Inf. Tech.
Master Business Research - No specialisation	Year 1 Disc - IB Accounting and Control
Master Business Research - No specialisation	Year 1 Disc - IB Entrepreneurship and Bus. Dev.
Master Business Research - No specialisation	Year 1 Disc - IB Inf Mgmt Bus Int
Master Business Research - No specialisation	Year 1 Disc - IB Marketing-Finance
Master Business Research - No specialisation	Year 1 Disc - IB Mng. Decision-Making and Control
Master Business Research - No specialisation	Year 1 Disc - IB Org: Mgmt, Change and Consultancy
Master Business Research - No specialisation	Year 1 Disc - IB Strategic Corporate Finance
Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
Master Business Research - No specialisation	Year 1 Disc - IB Strategy and Innovation
Master Business Research - No specialisation	Year 1 Disc - IB Supply Chain Mgmt
Master Business Research - No specialisation	Year 1 Disc - IB Sustainable Finance
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)