

# Course Descriptions Master 2025-2026

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	1-9-2025	17-10-2025		X			X
4	2-2-2026	27-3-2026		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

PREREQUISITES

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

TRANSITIONAL REGULATIONS

Master Business Research

- In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.
- In 2026-2027 exam/resit opportunities are offered.
- From 2027-2028 onwards, the course is cancelled.

Academic Year	Education	Exam/Resit	Replacement(s)
2024-2025 - 2025-2026	X	X	
2026-2027	X		
2027-2028 onwards			

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	In transition - Y1 Disc IB Acc Bus Int Tech
Master Business Research - No specialisation	In transition - Y1 Disc IB Accounting and Control
Master Business Research - No specialisation	In transition - Y1 Disc IB Ent Bus Dev
Master Business Research - No specialisation	In transition - Y1 Disc IB Inf Mgmt Bus Int
Master Business Research - No specialisation	In transition - Y1 Disc IB Man Dec Mak Ctrl
Master Business Research - No specialisation	In transition - Y1 Disc IB Marketing-Finance
Master Business Research - No specialisation	In transition - Y1 Disc IB Org: Mgmt Change Cons
Master Business Research - No specialisation	In transition - Y1 Disc IB Strategic Corporate Fin
Master Business Research - No specialisation	In transition - Y1 Disc IB Strategic Marketing
Master Business Research - No specialisation	In transition - Y1 Disc IB Strategy and Innovation
Master Business Research - No specialisation	In transition - Y1 Disc IB Supply Chain Mgmt
Master Business Research - No specialisation	In transition - Y1 Disc IB Sustainable Finance
Master Human Decision Science	Elective Courses
Master International Business - Accounting and Business Information Technology	Compulsory Courses
Master International Business - Entrepreneurship and Business Development	Compulsory Courses
Master International Business - Managerial Decision-Making and Control	Compulsory Courses
Master International Business - Accounting & Control (parttime/NL)	Compulsory Courses
Master International Business - Information Management and Business Intelligence	Compulsory Courses
Master International Business - Marketing-Finance	Compulsory Courses
Master International Business - Organisation: Management, Change and Consultancy	Compulsory Courses
Master International Business - Strategic Corporate Finance	Compulsory Courses
Master International Business - Strategic Marketing	Compulsory Courses
Master International Business - Strategy and Innovation	Compulsory Courses
Master International Business - Supply Chain Management	Compulsory Courses
Master International Business - Sustainable Finance	Compulsory Courses