

Course description (Major)
„International Economics and Management“

Course name	International Business Research Methods
Program	Betriebswirtschaftslehre (B.Sc.)
Course responsibility	Prof. Dr. Engelstätter
Credits	5 CP
Examination	Normally a research paper with presentation, if applicable in Teams, if necessary a written examination.
Language	English
Structure of lecture and duration	Seminar with exercises – 4 hours per week during term

This module covers the essentials of business research for managers. It includes coverage of the increasing role of knowledge management as well as how to conduct information-gathering activities more effectively in a rapidly changing business environment. During the course the students will learn the necessary tools to perform meaningful data analyses and write a research paper by analyzing recent data sets hands-on. The data sets used originate from several different business environments like, e.g., digital market data or firm surveys.

Some of the topics covered are:

- The Research Process
- Determine Research Design
- Data-Collection Methods and Forms
- Sample Design and Sample Size
- Data Analysis and Interpretation

Reporting and presenting Research

Learning Outcome:

Having followed this course, students should be able to:

- do applied economic research on their own
- choose and assess a research subject
- formulate research questions, hypotheses and assumptions
- analyze data based using statistic software in order to confirm or reject the hypotheses and assumptions
- present research findings

Literature:

- Iacobucci & Churchill, Jr. (2010). Marketing Research. South-Western Cengage Learning, Mason, 10th edition.
- Additional articles for specific topics will be handed out to the students during the course.