

**Building Blocks of International Business 2: Research Methods in International Business (MA)  
(2023SS) (4ECTS) - 040065**

**Course Instructor:**

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**Course Description and Objectives**

This course aims to provide a broad overview of the different approaches, strategies, and data collection methods relating to research in International Business. During the course, students will learn to identify research gaps, evaluate literature pertinent to the research objectives, and select the suitable methodology to respond to the different research questions. Finally, students will learn to write academically a complete research proposal that may be conducted in the future. The research skills developed on this course will prove invaluable in both academic and business contexts.

The course assumes an active participation of the students and will be based on the discussion of research papers and the contribution of some eminent guest lecturers. At the end of the course, students will be able to:

- Identify research problems in International Business.
- Select and evaluate the relevant literature pertinent to the IB research objectives.
- Identify and justify the basic components of the research framework, relevant to the tackled IB research problem.
- Have a basic knowledge of different research methods in IB.
- Write a well-structured IB research proposal

**Course Textbook and Additional Readings:**

All reference material will be uploaded on a weekly basis on moodle.

**Course Evaluation:**

- 70% Research proposal
- 20% Group presentations
- 10% Participation in class discussion

The student has to submit by the end of the course a **Research Proposal** (around 1,500 words, excluding title pages, appendices, and references) that proposes a suitable methodological approach to a given IB research question chosen by the student. The proposal will explain and justify the choice of research design. The Research proposal is aimed to inform the methodological approach for a possible IB dissertation project.

**Group presentations** will involve groups of students presenting empirical papers published in leading International Business journals in order to appreciate and discuss the various issues discussed in class during the course.

**Participation in class** considers the active participation of students who contribute to the formation of a constructive debate in the classroom.

Course policies and useful information:

- Both the course and the exams will be held in **English**. During the course is required active participation during all lessons.
- Lectures usually take place on Tuesdays from 3 pm till 4.30 pm. The two final days for the group presentations (9<sup>th</sup> May and 16<sup>th</sup> May) will instead take the entire afternoon (3 - 6.15 pm) (check syllabus).
- Students wishing to take this course *must register via u:find/u:space* (with points) during the registration period. The maximum number of participants is 50. Registered students who, for whatever reason, are not able to take the course *must de-register* electronically by the 10<sup>th</sup> March 2023. Students who decide to drop the course after this deadline will be graded with 5 (failed).

*It is essential that all registered students attend the first session on March 7<sup>th</sup> 2023 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course.*

Lecture	Date	Room	Topic	Readings
1	7 March Tuesday (3 pm – 4.30 pm)	HS 8	Introduction and philosophy of International business research	Book chapter – (3) Philosophy of management research
2	14 March Tuesday (3 pm – 4.30 pm)	HS 8	What is interesting and tips for writing	- Barney, J. (2018). Editor's comments: Positioning a theory paper for publication.  - Grant, A. M., & Pollock, T. G. (2011). Publishing in AMJ— Part 3: Setting the hook.
3	21 March Tuesday (3 pm – 4.30 pm)	HS 8	Reviewing the literature	
4	28 March Tuesday (3 pm – 4.30 pm)	HS 8	Designing international business research	Book chapter – (4) Designing management and business research
5	18 April Tuesday (3 pm – 4.30 pm)	HS 8	Experimental research <i>Guest lecture by Prof. G. Halkias (Copenhagen Business School)</i>	
6	25 April May Tuesday (3 pm – 4.30 pm)	HS 8	Crafting qualitative research	
7	2 May Tuesday (3 pm – 4.30 pm)	HS 8	Crafting quantitative research <i>Guest lecture by Prof. K. Makri (University of Vienna)</i>	
8 - 9	9 May Tuesday <b>(3 pm – 6.15 pm)</b>	HS 8	IB Qualitative Paper vivisection - Group Presentation	
10-11	16 May Tuesday <b>(3 pm – 6.15 pm)</b>	HS 9	IB Quantitative Paper vivisection – Group Presentation	