

Syllabus:
Research Methods in International Business (4 ECTS)
WS 2023/24 (040029)

Course Instructor:

Dr. Katerina Makri, Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Institute of Marketing and International Business

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Office hours for students: by appointment

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Course Description and Objectives

Providing a fundamental understanding of international business research methods is the main objective of this course. The course flow is structured in order to follow the steps of the market research process. In this respect, we will cover types of research design and techniques of data collection. Particularly, topics covered will include problem definition, research design (exploratory, descriptive and causal), data collection methods and sampling schemes. Emphasis will be given to both qualitative and quantitative aspects of research. An international business agenda will be present throughout the whole course, as issues faced by researchers when conducting international business research will be pointed out.

By the end of the course students will be able to:

- Understand what international business research is, how, why and when it is useful
- Acknowledge different research designs and data collection methods
- Design and conduct international business research projects
- Evaluate and interpret research designed by outside providers
- Recognize business research challenges in an international context

Course Textbook and Additional Readings:

Course Textbooks:

- Management and Business Research. M. Easterby-Smith, L. J. Jaspersen, R. Thorpe, D. Valizade, Sage Publishing, 7th edition, 2021

Course Policies and Useful Information:

- All lectures take place onsite – Please see all information in Moodle.
- Both the course and the exam will be held in **English**.
- 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. The latest date by which the course can be dropped is 08.10.2023. Students who decide to drop the course after this deadline will be graded with 5 (failed).
- *It is absolutely essential that all registered students attend the first session on October 2nd 2023 (Introduction) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage and Moodle for any changes in dates/times or way of connecting online.*

Course Evaluation:

- 45% Midterm exam
- 45% Group presentations
- 10% Class participation

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.

Further details about assessment points will be provided in the introductory session (Mon. 02/10).

Grading Scheme:

- 1 ≥ 88% (44 points)
- 2 ≥ 75% (38 points)
- 3 ≥ 63% (32 points)
- 4 ≥ 50% (25 points)

	Date/ Time	Agenda
(1)	Mon. 02/10 09:45 – 11:15	Introduction to course, administration issues What is interesting and tips for writing
(2)	Mon. 09/10 09:45 – 11:15	Designing international business research
(3)	Mon. 16/10 09:45 – 11:15	Reviewing the literature
(4)	Mon. 23/10 09:45 – 11:15	Crafting quantitative research (i)
(5)	Mon. 06/11 09:45 – 11:15	Crafting qualitative research <i>Guest lecture by Dr. Francesco Debellis (University of Vienna)</i>
(6)	Wed. 08/11 13:15 – 14:45	Experimental research <i>Guest lecture by Dr. Georgios Halkias (Copenhagen Business School)</i>
(7)	Mon. 13/11 09:45 – 11:15	Crafting quantitative research (ii)

(8)	Mon. 20/11 09:45 – 11:15	Midterm examination
(9)	Mon. 27/11 09:45 – 13:00	Group Presentations
(10)	Mon. 04/12 09:45 – 13:00	Group Presentations