

## 040029 VO Research Methods in International Business (4 ECTS) - WS 2024/25

### Course Instructor

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### Course Description and Objectives

The main objective of this course is to provide a fundamental understanding of international business research methods. The course flow is structured in order to follow the steps of the 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. A particular emphasis will be given to quantitative methodologies (e.g. correlational and experimental 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 international business research designed by outside providers
- Recognize business research challenges in an international context

### Course Textbook and Additional Readings

#### **Recommended Textbooks:**

Bougie, R., & Sekaran, U. (2020). *Research Methods for Business – A Skill Building Approach*. NY: John Wiley & Sons.

Cooper, D. & Schindler, S. (2003). *Business Research Methods*, 8th ed., McGraw-Hill.

**Additional readings will become available (on Moodle) during the lectures.**

### Course Policies and Useful Information

- The course, any material related to it and the exam will be held in **English**.
- Attendance is not mandatory (although strongly recommended).
- To take the final exam, students must register separately for the chosen exam date.
- The course consists of on-site lectures that may be combined with online sessions (if necessary).

### Course Evaluation

- Students' performance in the course is assessed through a comprehensive, final exam consisting of multiple-choice questions (single-choice and true-false questions).
- Students can take the exam for maximum 3 times. Additional registration for any exam taken is mandatory.
- The course examination will take place on the following dates:
  - (1) 10/12/2024
  - (2) 21/01/2025
  - (3) 26/02/2025

#### Grading Scheme:

1 ≥ 88% (44 points)

2 ≥ 75% (38 points)

3 ≥ 63% (32 points)

4 ≥ 50% (25 points)

	<b>Date/ Time</b>	<b>Agenda</b>
(1)	Tues. 01/10 09:45 – 11:15	<b>Introduction to course, administration issues</b> The research process – Designing international business research
(2)	Tues. 08/10 09:45 – 11:15	<b>The scientific approach</b> Philosophy of science and research methods
(3)	Tues. 15/10 09:45 – 11:15	<b>Reviewing the literature (<i>critically</i>)</b>
(4)	Tues. 22/10 11:00 – 13:00	<b>Theoretical framework and hypothesis development</b> The need for a theoretical framework; definition and statement of a hypothesis
(5)	Tues. 29/10 09:45 – 11:15	<b>Sampling</b> The sampling process; sampling techniques; sample size; errors associated with sampling
(6)	Tues. 05/11 09:45 – 11:15	<b>Survey and questionnaire design</b> Correlational research; measurement; reliability; validity; errors associated with measurement
(7)	Tues. 12/11 09:45 – 11:15	<b>Workshop I (correlational research)</b>
(8)	Tues. 19/11 09:45 – 11:15	<b>Experimental research</b> Types of experimental designs; external and internal validity in experiments; ethical issues in experimental research
(9)	Tues. 26/11 09:45 – 11:15	<b>Workshop II (causal research)</b>
(10)	Tues. 03/12 09:45 – 11:15	<b>Reading week</b>
(11)	Tues. 10/12 09:45 – 11:15	<b>Final Exam</b>