



040029 VO Research Methods in International Business (MA) | 2025WS

Chair of International Business: <https://international-business.univie.ac.at/>

Information about the course:

Course Details

4.00 ECTS (2.00 SWS) | course format: on site | SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040029 | Start: Tuesday, October 7th, 11:30

Course Instructor: Dr. Katerina Makri
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Office hours for students: by appointment only

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Objectives & Content

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 Policies

Both the lecture and the exam will be held in English. Please make sure that you register for the exam separately.

Students wishing to take this course must register via [u:find/u:space](#) during the registration period.

Attendance is not mandatory (although strongly recommended).

Course Structure

Lectures usually take place on Tuesdays from 1.15 am till 2:45 pm, **except** – Monday 27th October, Monday 3 November from 11.30 am till 1 pm. Additionally, the lecture on 11th November will be **Digital**. Please see all information in Moodle.

Assessment

The evaluation is structured as follows:

- **Final exam (100% of final grade):** 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 exam will take place on the following dates:

Mon 26.01.2026 9:45 - 11:15 HS 1

Mon 23.02.2026 11:30 - 13:00 HS 1

Wed 06.05.2026 11:30 - 13:00 HS 1

A minimum of 50 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

88% - 100% | 1

75% - 87% | 2

63% - 74% | 3

50% - 62% | 4

Dates & Content

Session	Date/Time	Room	Agenda
(1)	7 October 2025 (1.15 pm – 2.45 pm)	HS 14	Introduction to course, administration issues The research process – Designing international business research
(2)	14 October 2025 (1.15 pm – 2.45 pm)	HS 14	The scientific approach Philosophy of science and research methods
(3)	21 October 2025 (1.15 pm – 2.45 pm)	HS 14	Reviewing the literature (critically)
(4)	27 October 2025 (11.30 am – 1 pm)	HS 14	Sampling techniques Designing the sampling method

(5)	03 November 2025 (11.30 am – 1 pm)	HS 14	Measurement of variables Measurement scales, operationalization, reliability and validity
(6)	11 November 2025 (1.15 pm – 2.45 pm)	Digital	Survey research Administering questionnaires
(7)	18 November 2025 (1.15 pm – 2.45 pm)	HS 14	Experimental research The quest for causal inference
(8)	25 November 2025 (1.15 pm – 2.45 pm)	HS 14	Conceptual frameworks Designing research frameworks, distinguishing between a moderator and a mediator
(9)	02 December 2025 (1.15 pm – 2.45 pm)	HS 14	Special topics in quantitative methods Translating measurement scales, dealing with <i>(i)</i> common method bias, <i>(i)</i> careless responding, and <i>(iii)</i> social desirability
(10)	09 December 2025 (1.15 pm – 2.45 pm)	HS 14	Workshop I (correlational research)
(11)	13 January 2026 (1.15 pm – 2.45 pm)	HS 14	Workshop II (causal research)
(12)	20 January 2026 (1.15 pm – 2.45 pm)	HS 14	Revision
(13)	26 January 2026 (9.45 am – 11.15 am)	HS 1	Final Exam

Registration/De-Registration

<https://ufind.univie.ac.at/>

Literature

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.