## Syllabus: Masterarbeitskonservatorium (2 ECTS) WS 2023/24 (040234)

<table>
<thead>
<tr>
<th>Course Instructor:</th>
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<tbody>
<tr>
<td>Univ.-Prof. Dr. Emmanuella Plakoyiannaki</td>
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<tr>
<td>Professor</td>
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<tr>
<td>Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Department of Marketing and International Business</td>
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<tr>
<td>Open hours for students: by appointment only</td>
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<tr>
<td>Email: <a href="mailto:e.plakogiannaki@univie.ac.at">e.plakogiannaki@univie.ac.at</a></td>
</tr>
<tr>
<td>For further questions please Ms Judith Ladenstein, email: <a href="mailto:judith.ladenstein@univie.ac.at">judith.ladenstein@univie.ac.at</a></td>
</tr>
<tr>
<td>Webpage: <a href="https://international-business.univie.ac.at/">https://international-business.univie.ac.at/</a></td>
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### Course Description and Objectives

This course is designed to offer students the opportunity to delve into aspects of the research process for the study of International Business (IB) phenomena. It applies elements learned in other courses of the Chair of IB by supporting students to develop a complete piece of work from the initial idea through to a final written report (the Masterarbeit thesis).

The course aims to support students in their process towards the master thesis and helps develop skills on self-directed study. Students will be invited to research analyse a specific area of scholarly interest in the realm of IB. Students will undertake a research project in the area of IB and make appropriate choices of theoretical lenses and research methods. The syllabus covers critical stages of the research project:

- Research question definition
- Specification of research gap
- Literature review
- Theory identification
- Development of conceptual framework
- Structure of the methodology section
- Structure of the thesis
- Writing up the project

### Course Textbook and Additional Readings:

**Readings on most topics can be found in:**

The following papers provide further readings in specialist areas:

**Literature Review**


**Qualitative Research**


**Case study Research**


**Qualitative Interviews**


**Observation**


**Archival Data**


**Qualitative Data Analysis**


**Quantitative Research**

**Designing Experimental Studies**

**Measurements**

**Data Analysis**

**Scale Adaption**

**Mistakes or Errors**

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<thead>
<tr>
<th>SESSIONS</th>
<th>AGENDA</th>
<th>TIME AND LOCATION</th>
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<tbody>
<tr>
<td>(1) 03.10.2023</td>
<td>Lecture 1: Research Topic and Structure of the Thesis</td>
<td>11:30 – 13:00 in SR 5</td>
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<tr>
<td>(2) 10.10.2023</td>
<td>Lecture 2: Research Gap, Research Question and Research Contribution</td>
<td>11:30 – 13:00 in SR 5</td>
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<tr>
<td>(3) 17.10.2023</td>
<td>Lecture 3: Literature Review and Conceptual Framework</td>
<td>11:30 – 13:00 in SR 5</td>
</tr>
<tr>
<td>(4) 24.10.2023</td>
<td><em>Presentations</em></td>
<td>11:30 – 17:00 in SR 5</td>
</tr>
<tr>
<td>(5) 31.10.2023</td>
<td><em>Presentations</em></td>
<td>11:30 – 17:00 in SR 5</td>
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Student Assessment:
Class presentation (100% of total grade) will be held on October 24th and October 31st 2023.

Course policies and useful information:
➢ The first three lectures take place on Tuesdays 11.30 – 13:00 – extended lectures on 24.10 and 31.10. from 11.30 – 17.00. Please plan accordingly, all other information is in Moodle.
➢ The course will be held entirely in English.
➢ Students wishing to take this course must register via u:find/u:space (without points) during the registration period.