

2019.HS

Module Name: Advanced Research and Consulting			
Module Code	w.MA.XX.ARC-M6.16HS		
Module Description	Based on a thorough understanding of research competencies developed during the Research Skill Camp, students gain advanced knowledge of applied and discipline-based research related to problem-solving in business situations (i.e., advanced research). Additionally, students acquire and practice the skills needed to convince an audience of the appropriateness of solutions developed (i.e., consulting).		
Program and Specialization	International Business		
Legal Framework	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016		
Module Category	Module Type: Compulsory		
ECTS	6		
Organizational Unit	W International Management Institut		
Module Coordinator	Jeremy Dela Cruz (delz)		
Deputy Module Coordinator	Grégoire Meylan (melg)		
Prerequisite Knowledge	<ul style="list-style-type: none"> • Intermediate understanding of research philosophies and methodologies (Research Skill Camp) • Solid skills in statistics • Solid comprehension of fundamental management practice and applications 		
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence		
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... Gain in-depth insights into methods and approaches of research and consulting		
Module Content	This module provides approaches to addressing and solving complex contemporary issues by means of profound insights into 1) advanced research methods and methodologies and 2) management consulting.		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.RSC-M5.16HS		
Methods of Instruction	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> § Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Discussion </td> <td style="vertical-align: top;"> Social Settings Used: § Individual Work § Group Work </td> </tr> </table>	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review § Discussion	Social Settings Used: § Individual Work § Group Work
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Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	56 h	64 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	56 h	64 h	60 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	120	50.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Field Research Reports	Grade	-	25.00 %
Consulting Presentation	Grade	30	25.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	During group presentations &/or as otherwise instructed		
Language of Instruction/Examination	English		
Compulsory Reading	§ Peer-reviewed research as designated in module reader. § As instructed		
Recommended Reading	§ See Reader on Moodle		
Comments	Please find a detailed outline of the exam procedure on Moodle/Blackboard, MSc in International Business.		