

Valid from 2024.HS

Module description: Business Research and Consulting	
Module Code	w.MA.XX.BRC.24HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	Based on a thorough understanding of research competencies developed during the Research Methodology and Skills module, students gain knowledge of applied and discipline-based research, related to problem-solving in business-oriented situations (i.e., business research). Additionally, students acquire and practice the skills needed to understand, investigate, develop, business solutions, and to persuade an audience of the relevance of competing business solutions (i.e., consulting).
Organizational Unit	IMI Ltg.
Module Coordinator	Jeremy Dela Cruz
Deputy Module Coordinator	Petra Barthelmess
Program and Specialization	<ul style="list-style-type: none"> • 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
Prerequisite Knowledge	Intermediate understanding of research philosophies and methodologies (see Research Methodology and Skills content) Solid statistical knowledge (Research Methodology and Skills content) Solid understanding of fundamental management practice and applications.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • 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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • address a business issue from the perspective of a business consultant and apply conventional business-consulting frameworks and tools for understanding, identifying, and solving business-related problems. • incorporate advanced statistical research tools into their academic and business research. • utilize and appropriately apply specific, qualitative, and quantitative research methodologies to business and social-science issues. 																																	
Module Content	<ul style="list-style-type: none"> • This module provides approaches to addressing and solving complex contemporary issues by means of profound insights into (1) business research methods and methodologies and (2) management consulting. 																																	
Links to other modules	<p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> • w.MA.XX.RMS.21HS 																																	
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Videos • Teaching Materials • Case studies • Practice and application exercises 																																	
Methods of Instruction	<ul style="list-style-type: none"> • Project Work • Interactive Instruction • Literature Review • Explorative Learning • Case Studies • Lecture • Application Tasks • Exercises • Problem-Oriented Teaching 		<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Group Work 																															
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th colspan="2">Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>64 h</td> <td>56 h</td> <td colspan="2"></td> </tr> <tr> <td>Excercise</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Project Work</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Total</td> <td>64 h</td> <td>56 h</td> <td colspan="2">60 h</td> </tr> </tbody> </table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	64 h	56 h			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	64 h	56 h	60 h	
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Compulsory Reading	<ul style="list-style-type: none"> • Peer-reviewed research as specified in module reader. • As instructed by participating faculty members and the Head of Program. 																																	
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Comments

If your module grade is 4.0 or higher, you have passed the module. If your module grade is between 3.5 and 3.75, you will be asked to resit the exam; if you pass the resit exam, you will receive a module grade of 4.0. If you fail the resit exam, you will need to retake the module in the following year. If your module grade is 3.25 or lower, you have failed the module and will need to retake it in the following year.

The Module Coordinator and the Head of Program reserve the right to change the information in this module description.