

Valid for 2023.HS

Module Name: Research Methodology and Skills			
Module Code	w.MA.XX.RMS.21HS		
Module Description	Based on a foundational understanding of academic research, students learn to identify and frame a research objective, design an appropriate research approach, and analyze the expected findings, culminating in the development and proposal of a viable academic or business research objective, and corresponding methodology.		
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 Institute		
Module Coordinator	Jeremy Dela Cruz (delz)		
Deputy Module Coordinator	Grégoire Meylan (melg)		
Prerequisite Knowledge	<ul style="list-style-type: none"> • Basic understanding of research theory and methodologies • Good statistical skills • Solid understanding of business management practices 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 Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... Students integrate and apply their newly acquired knowledge through practical application on complex research issues.		
Module Content	§ Scientifically framing a research objective in the context of the current body of knowledge § Designing an appropriate, academically supported, research methodology § Correctly interpreting and presenting qualitative and quantitative data as findings		
Links to other modules	-		
Methods of Instruction	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> § Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning </td> <td style="vertical-align: top;"> Social Settings Used: § Individual Work § Group Work </td> </tr> </table>	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning	Social Settings Used: § Individual Work § Group Work
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Digital Resources	§ Reader § Teaching Videos § Teaching Materials		

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	64 h	56 h		
Excercise	-	-		
Project Work	-	-		
Seminar	-	-		
Total	64 h	56 h	60 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
Written Assignment	Grade	-	75,00 %	
Talk/oral presentation	Grade	30	25,00 %	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: Other			
Language of Instruction/Examination	English			
Compulsory Reading	As designated by participating faculty			
Recommended Reading	-			
Comments	The module coordinator and the head of program reserve the right to implement changes to this plan where necessary.			