

Valid from 2025.FS

Module description: Research Design	
Module Code	w.MA.XX.ReDe.24HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	From a position of profound understanding and familiarity with research competencies, students further develop their knowledge-creation abilities with in-depth examinations of qualitative and quantitative approaches to social science research by focusing on specific methodologies and analytical frameworks.
Organizational Unit	International Management Institute
Module Coordinator	Jeremy Dela Cruz
Deputy Module Coordinator	Fabio Duma
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	<ul style="list-style-type: none"> • Intermediate understanding of academic research methodology and processes (see Research Methodology and Skills) • Advanced statistical knowledge and application in social science research (see Business Research and Consulting) • Superior understanding of data-driven management practice and application
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
Module Learning Objectives	Students... <ul style="list-style-type: none"> • gain familiarity with contemporary multi-method, qualitative, social science research methodologies and their relevance and application in the domain of international business. • apply what they have learned from this module to the production of a research project, ultimately leading to a profound and significant contribution to the body of knowledge within a specific area of international business interest.

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Module Content	<ul style="list-style-type: none"> This module provides an in-depth examination of relevant qualitative, quantitative, and mixed methods approaches to social science research through an examination of conventional research methodologies. 																																	
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"> w.MA.XX.RMS.21HS w.MA.XX.BRC.24HS 																																	
Digital Learning Resources	<ul style="list-style-type: none"> Teaching Materials Case studies Practice and application exercises 																																	
Methods of Instruction	<ul style="list-style-type: none"> Exercises Lecture Case Studies Explorative Learning Application Tasks Interactive Instruction Problem-Oriented Teaching 		Social Settings Used: <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>32 h</td> <td>10 h</td> <td colspan="2"></td> </tr> <tr> <td>Excercise</td> <td>-</td> <td>10 h</td> <td colspan="2"></td> </tr> <tr> <td>Project Work</td> <td>-</td> <td>20 h</td> <td colspan="2"></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Total</td> <td>32 h</td> <td>40 h</td> <td colspan="2">18 h</td> </tr> </tbody> </table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	32 h	10 h			Excercise	-	10 h			Project Work	-	20 h			Seminar	-	-			Total	32 h	40 h	18 h	
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Classroom Attendance Requirement	Other Friday, 14 March 2025																																	
Compulsory Reading	<ul style="list-style-type: none"> As instructed by participating faculty members and the Head of Program. 																																	
Recommended Reading	<ul style="list-style-type: none"> As instructed by participating faculty members and the Head of Program. 																																	
Comments	<p>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 comprehensive end-of-module assessment; if you pass the resit comprehensive end-of-module assessment, you will receive a module grade of 4.0. If you fail the resit comprehensive end-of-module assessment, 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.</p> <p>The Module Coordinator and Head of Program reserve the right to change the information in this module description.</p>																																	