

Core modules

Module 1: Research methods				
Workload	Credits	Study semester	When	Duration
180 h	6	Semester 1	Every summer and winter semester	1 semester
		Contact time 4 semester periods per week / 60 hours	Self-study 120 h	Planned group size 25 students
1	Courses Research methods			
2	Learning outcomes / Skills <i>Knowledge and understanding:</i> Students understand the ethical and methodological requirements of academic study. They learn how to use academic databases (literature, statistics etc.), how to collect primary data, how to carry out experiments, how to model economic contexts and how to develop scenarios. The knowledge acquired over the course of the module is applied as part of exercises and group work. <i>Skills:</i> Following successful completion of the course, students will be able to precisely formulate research questions relating to international management, choose an appropriate research method and implement it in line with academic standards. They will be able to prepare, analyse and correctly interpret scientific data.			
3	Contents <ul style="list-style-type: none"> • Research fundamentals: research questions, research strategies, research ethics • Collecting secondary data: library use and desk research • Collecting primary data: sampling, interviews, questionnaires, experiments • Analysing quantitative data with Excel/SPSS • Analysing qualitative data • Advanced research methods: multivariate regression analysis, input-output modelling, scenario analysis 			
4	Course Type Seminars, exercises, group work			
5	Participation requirements None			
6	Examination method Term paper with oral examination			
7	Requirements for the Awarding of Credits Minimum grade of „sufficient“ in the examination			
8	Weighting of grade as a proportion of final grade 6/30 x 0.3			
9	Module supervisor and full-time lecturer Prof. Tobias Kronenberg			

10	<p>Compulsory literature</p> <ul style="list-style-type: none">• Bryman, A. & E. Bell (2015), <i>Business Research Methods</i>, 4th edition. Oxford, UK: Oxford University Press <p>Recommended literature</p> <ul style="list-style-type: none">• Miller, R.E. & P.D. Blair (2009), <i>Input-Output Analysis: Foundations and Extensions</i>, 2nd edition. Cambridge, UK: Cambridge University Press• Newbold, P., W. Carlson, B. Thorne (2013), <i>Statistics for Business and Economics</i>, 8th edition, Harlow, UK: Pearson• Saunders, M., P. Lewis, A. Thornhill (2015), <i>Research Methods for Business Students</i>, 7th edition. Harlow, UK: Pearson <p>The latest recommendations for further reading will be issued at the start of the semester</p>
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