

## Modul: International Business Research Methods



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| Modulbezeichnung                              | International Business Research Methods  |
| Studiengang/Verwendbarkeit                    | Internationale Betriebswirtschaftslehre (B.Sc.)  |
| Dozent(in)                                    | Steffen Viete  |
| Prüfungsart                                   | Term paper (10 pages)  |
| Sprache                                       | Englisch   |
| Inhalt  | <p>This module is an introduction to the essentials of applied business research for managers. It takes account of the increasing role of knowledge management in a rapidly changing business environment. During the course the students will learn the necessary tools to perform meaningful data analyses and write a research paper by analyzing recent data sets hands-on. Focus will be put on an introduction to basic descriptive statistics as well as data processing and analysis using the statistical software R. The data sets used originate from several different business environments like, e.g., digital market data or firm surveys.</p> <p>Some of the topics covered are:</p> <ul style="list-style-type: none"> <li>• The research process</li> <li>• Determine research design</li> <li>• Sample design and data structures</li> <li>• Data analysis and interpretation</li> <li>• Reporting and presenting research</li> </ul> |
| Niveaustufe / Level                           | All aspects will be covered at an introductory level. No previous knowledge of statistics or programming required.   |
| Angestrebte Lernergebnisse (Learning Outcome) | <p>Having followed this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Do applied economic research on their own</li> <li>• Choose and assess a research subject</li> <li>• Formulate research questions, hypotheses and assumptions</li> <li>• Analyze data using statistical software in order to confirm or reject the hypotheses and assumptions</li> <li>• Present research findings</li> </ul>   |
| Häufigkeit des Angebots                       | Als Wahlpflichtfach  |
| Medienformen                                  | (Folien-)Präsentation, Fallbeispiele, Übungen<br>vorlesungsbegleitende Datensätze  |

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| Literatur | Relevant articles for the topics covered will be handed out to the students during the course. |
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