

Module description: Research Design		
Module Code	w.BA.XX.ReDes-IM.25HS	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	In this module, students acquire advanced skills in scientific research, in particular knowledge and skills in applied research that are indispensable in completing their studies (e.g., for the Bachelor's thesis) and in their professional lives. After completing this module, students will be able to assess scientific papers and the instruments and methods used, and they will be able to appreciate the results for a given context. They learn how the scientific process works, from research interest and the design of research questions to the choice of methods for scientific research. They will learn about topics such as research design, experimental research, data collection, and the evaluation and classification of market research results.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Michael Jan Kendzia	
Deputy Module Coordinator	Oliver Thomas	
Program and Specialization	<ul style="list-style-type: none"> International Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase Main Study Period
Prerequisite Knowledge		
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 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	Students... <ul style="list-style-type: none">• work efficiently in a new field of research, identifying the most important publications and critically evaluating them.• explain the various types of studies, including systematic review and meta-analysis.• understand the various types of variables (independent variables, dependent variables, mediators, moderators, and control variables).• distinguish between correlation and causality.• formulate hypotheses and define and operationalize questionnaires.• develop their own research questions and their own conceptual model.• design experiments, surveys, and qualitative research.• develop a willingness to engage in academic writing.																															
Module Content	<ul style="list-style-type: none">• Methodology: induction vs. deduction, correlation vs. causality, and main quality criteria• Research design, research process, development of research questions and hypotheses, and questions of method selection• Analyzing and synthesizing existing knowledge; dealing with the literature: search strategies, research techniques, and literature management software• Operationalization and sample selection• Qualitative and quantitative methods of business research: Questionnaires, experiments, and qualitative surveys• Managing research projects																															
Links to other modules	This module is linked to the following modules:																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Practice and Application Exercises (with Key)• Multiple Choice Tests																															
Methods of Instruction	<ul style="list-style-type: none">• Exercises• Explorative Learning• Problem-Oriented Teaching• Lecture• Literature Review			Social Settings Used: <ul style="list-style-type: none">• Individual Work																												
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td>Autonomous Self-Study</td></tr><tr><td>Large Class</td><td>28 h</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td>62 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	-		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	28 h	0 h	62 h
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Performance Assessment	<table><tr><td>End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>-</td><td></td><td></td><td></td></tr><tr><td>Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="4"></td></tr><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Digitally administered closed-book exam in week 14</td><td>Grade</td><td>Einzelarbeit</td><td>60</td><td>100.00</td></tr></table>				End-of-module exam	Form	Length (min.)	Weighting	-				Permitted Resources								Others	Assessment	Format	Length (min.)	Weighting	Digitally administered closed-book exam in week 14	Grade	Einzelarbeit	60	100.00		
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Classroom Attendance Requirement	<p>None</p> <p>There is a mandatory attendance requirement for the digitally administered exam in week 14, which must be taken on-site. In cases of unexcused absence, the module will be graded with a 1.0. The exact exam times will be announced on Moodle.</p>
Compulsory Reading	
Recommended Reading	<ul style="list-style-type: none">• Creswell, J. (2013). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications. ISBN 9781452226101.• Hair, J. & Black, W. & Babin, B. & Anderson, R. (2014). Multivariate Data Analysis . 7th Edition Edition. Pearson Education. ISBN 9781292021904.• Booth, W. & Colomb, G. & Williams, J. (2003). The Craft of Research. University of Chicago Press. ISBN 9780226065663.• Maxwell, J. (2012). Qualitative Research Design: An Interactive Approach (Revised Edition). SAGE Publications. ISBN 9781452256023.• Pallant, J. (2020). SPSS Survival Manual. A step by step guide to data analysis using IBM SPSS. 7 Edition. London: Routledge. ISBN 9781003117452 . https://doi.org/10.4324/9781003117452.
Comments	