

Module description: Business Research and Consulting	
Module Code	w.MA.XX.BRC.24HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	Based on a thorough understanding of research competencies developed during the Research Methodology and Skills module, students gain knowledge of applied and discipline-based research, related to problem-solving in business-oriented situations (i.e., business research). Additionally, students acquire and practice the skills needed to understand, investigate, develop, business solutions, and to persuade an audience of the relevance of competing business solutions (i.e., consulting).
Organizational Unit	International Management Institute
Module Coordinator	Jeremy Dela Cruz
Deputy Module Coordinator	Oliver Thomas
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	Intermediate understanding of research philosophies and methodologies (see Research Methodology and Skills content) Solid statistical knowledge (Research Methodology and Skills content) Solid understanding of fundamental management practice and applications.
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	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation Social Competence <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective Self-Competence <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">• address a business issue from the perspective of a business consultant and apply conventional business-consulting frameworks and tools for understanding, identifying, and solving business-related problems.• incorporate advanced statistical research tools into their academic and business research.• utilize and appropriately apply specific, qualitative, and quantitative research methodologies to business and social-science issues.																																	
Module Content	<ul style="list-style-type: none">• This module provides approaches to addressing and solving complex contemporary issues by means of profound insights into (1) business research methods and methodologies and (2) management consulting.																																	
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.MA.XX.RMS.21HS																																	
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Teaching Materials• Case studies• Practice and application exercises																																	
Methods of Instruction	<ul style="list-style-type: none">• Explorative Learning• Interactive Instruction• Project Work• Exercises• Literature Review• Case Studies• Problem-Oriented Teaching• Lecture• Application Tasks		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work																															
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>64 h</td><td>56 h</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>64 h</td><td>56 h</td><td colspan="2">60 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	64 h	56 h			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	64 h	56 h	60 h	
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Classroom Attendance Requirement	Other																																	
Compulsory Reading	<ul style="list-style-type: none">• As instructed by participating faculty members and the Head of Program.• Peer-reviewed research as specified in module reader.																																	
Recommended Reading	<ul style="list-style-type: none">• As instructed by participating faculty members and the Head of Program.																																	

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Comments

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 exam; if you pass the resit exam, you will receive a module grade of 4.0. If you fail the resit exam, 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.

The Module Coordinator and the Head of Program reserve the right to change the information in this module description.