

**MSc IN ECONOMICS AND BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS ECONOMICS)**

**2<sup>ND</sup> SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION**

**Module 6: 6a - Course in Research Methodology + 6b - Semester Project**

<p><b>Module title, ECTS credits (and possibly STADS code)</b></p> <p>Module 6a Research Methodology II</p> <p>Teaching ECTS: 5 ECTS</p>
<p><b>Location</b></p> <p>2<sup>nd</sup> semester, Spring Semester, MSc in Economics and Business Administration (International Business Economics)</p>
<p><b>Module coordinator and teachers</b></p> <p><i>Module Coordinator:</i> Assistant Professor Jonas S. Eduardsen, <a href="mailto:jse@business.aau.dk">jse@business.aau.dk</a></p> <p><i>Teaching Staff:</i> Assistant Professor Jonas S. Eduardsen, <a href="mailto:jse@business.aau.dk">jse@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course</p> <p>The course in Research Methodology is taught outside the two thematic modules and directly supports the semester project work.</p> <p>Language of Instruction: English</p>
<p><b>Objectives</b></p> <p>This course is designed to provide the students with an understanding of research methods as they are applied in international business and marketing research. The course will introduce students to core research concepts and methods so as to help the students understand and apply them to their own research projects. The course will enable students to make informed choices regarding the research design and methods to be used in research projects.</p>

**Learning objectives:**

- Define and explain the most prominent research designs and methods and discuss the advantages and disadvantages of each research design and methods
- Ability to design their own research project and identify the most appropriate research design and methods to fit the research question
- Analyse both quantitative and qualitative methods for data collection and analysis
- Apply the methods to provide research-based answers to international business and marketing related problems
- Explain research bias, generalisability, external and internal validity
- Demonstrate the importance of data triangulation

**Academic Content and Conjunction with Other Modules/Semesters**

This module is the second part of the research methodology course. The goal of this course is to train students in creating business knowledge, by introducing them to prominent research designs and methods and discussing their advantages and disadvantages. The course will cover research design, quantitative research methods and qualitative research methods. Along these, the issue of research bias, limitations, generalisability, internal and external validity will be discussed.

The course is designed to enable students to successfully complete their semester project and follow up projects, including their internship project and master thesis.

**Scope and Expected Performance**

The expected scope of the module in terms of ECTS load. This comprises number of teaching hours, exercises, preparation time, travel activity (if applicable) etc.

This module accounts for 5 ECTS and hence has 135 hours.

<b>Activity</b>	<b>Hours</b>
Teaching	Classroom lecture sessions: 6 x 2 = 12 hrs
Exercises	Exercise sessions: 3 x 2 = 6 hrs
Preparation and project writing	117 hrs

**Participants**

2<sup>nd</sup> semester students enrolled in the MSc programme in Economics and Business Administration (International Business Economics/International Marketing).

Other degree students or guest students who wish to participate in the module may apply to the study board.

### **Prerequisites for participation**

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Business Economics/International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

### **Overview of sessions:**

- Lecture 1. Research approaches in International Business and Marketing Research
- Lecture 2. Case study research
- Lecture 3. Cross-sectional and survey research
- Lecture 4. Interviewing in IB and IM research
- Lecture 5. Making sense of quantitative data
- Lecture 6. Making sense of qualitative data

### **Exercises:**

As part of the course, there will be three exercise sessions, where students get the opportunity to put into practice what they have learned during the course. This includes putting into practice what they have learned during the course to reflect on how each research design and method can be applied to examine the research question defined in their semester project.

### **Examination**

This module is examined as part of the exam for module 6: semester project, where special questions are asked in relation to research design and methods. Thus, the students are not given an individual grade for this course but instead receives an overall grade at the semester project exam.

The assessment is made based on the formulated learning objectives described above and in the curriculum.

<p><b>Module title, ECTS Credits (and possibly STADS code)</b></p> <p>Module 6b Semester Project Theme: Application of Quantitative and/or Qualitative Methods in Solving International Business Problems</p> <p>Teaching ECTS: 5 ECTS Examinations ECTS: 10 ECTS STADS Code: SBF700140C</p>
<p><b>Location</b></p> <p>2<sup>nd</sup> semester, Spring Semester, MSc in Economics and Business Administration (International Business Economics)</p>
<p><b>Module coordinator and teachers</b></p> <p><i>Module Coordinator:</i> Assistant Professor Jimmi Normann Kristiansen, <a href="mailto:jimmi@business.aau.dk">jimmi@business.aau.dk</a></p>
<p><b>Type and language</b></p> <p>Module Type: Project. This module is a project writing module. Language of Instruction: English Students are required to write their projects in English and sit their oral examinations in English.</p>
<p><b>Objectives</b></p> <p>The aim of module 6b is to provide students with competence and skills into problem formulation, identification of literature that is relevant to the problem, and application of relevant quantitative and/or qualitative methods in solving international business problems. The students must also be able to conduct scientific and philosophical reflections on the chosen methods.</p>

Upon completion of the module, the student will have acquired the following competences/skills:

- Ability to formulate an international business economics problem relevant to an international company
- Ability to identify relevant literature in relation to the chosen problem
- Prepare design/research strategy for investigating the problem identified
- Apply relevant quantitative and/or qualitative methods
- Preparing a research report with clear structure and in clear language
- Students must be able to identify and assess specific international business economics challenges that arise in the international business economics context
- Students should be able to conduct effective problem solving in the case of international business economics
- The students should actively be engaged in developing personal, professional and business related competences.

The objective is to train students in applying relevant quantitative and/or qualitative methods in solving a real business problem. This means that the 2<sup>st</sup> semester project is placing the emphasis on selecting and applying relevant quantitative and/or qualitative methods in the empirical investigations.

### **Academic Content and Conjunction with other Modules/Semesters**

The project will take as its starting point relevant problems in the subject area of international business economics with the focus on applying relevant quantitative and/or qualitative methods in solving international business economics problems. The purpose is to strengthen students' ability to identify relevant international business economics issues and utilize relevant quantitative and/or qualitative methods in solving the problems.

### **Scope and Expected Performance**

Students are required to write a semester project. Students are requested to choose an international business issue/problem related to Modules 4 and 5a, 5b and subsequently conduct the following tasks:

- (1) select a relevant problem to analyze,
- (2) select relevant literature in order to designing a conceptual framework,
- (3) discuss and select a relevant method to analyze problem
- (4) suggestions of possible solutions to the problems/issues identified.

The semester project is prepared in groups and presented in a report of no more than 50 pages including tables and figures whereas references, appendices, front page, table of contents are excluded. A page is defined as 2400 characters including the spaces between words.

### **Participants**

2<sup>nd</sup> semester students enrolled in the MSc programme in Economics and Business Administration (International Business Economics).

Other degree students or guest students who wish to participate in the module need to apply to the study board.

### **Prerequisite for participation**

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Business Economics). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

### **Module Activities**

This module is a project writing module, and therefore no teaching activities are scheduled. Students are required to write a semester project and are allocated supervisors for their semester project writing.

The semester project offers the students the opportunity to gain deeper insight into international business economics related issues of the students' own interest. The semester project follows on the work conducted in the previous modules and therefore the students can decide to go into depth with one topic from the curriculum in module 1, 2, 4, or 5a, 5b. Students decide on issues to be addressed in the projects, with inspiration from lectures and reading materials during the semester. It is expected that the student individually search for relevant literature that go beyond the curriculum from module 1, 2, 4, and 5a, 5b.

### **Literature**

Students are required to organize group work and independently seek out relevant literature. The students are allowed to utilize the knowledge and literature from the previous modules, however it is required that they go beyond the curriculum from module 1, 2, 4 and 5a, 5b. In relation to the exam, the curriculum will be the literature utilized in relation to the project.

### **Time Line for Semester Project Writing:**

Group formation: **Monday 8<sup>th</sup> April 2019** in connection with first lecture in Research Methodology

Group formation-upload to moodle by: **Tuesday 9<sup>th</sup> April 2019 at 10.00**

Submission of problem formulation to moodle by: **Wednesday 17<sup>th</sup> April 2019 by 10.00**

Allocation of supervisors: **Wednesday 17<sup>th</sup> April 2019 by 16.00**

Submission of semester project: **Wednesday 12<sup>th</sup> June 2019 at 10.00**

Examinations: **Week 26 2019**

### **Examination**

The exam in Module 6 is an external oral group exam based on the semester project of max 50 pages per group (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Contents*) as well as the syllabi for the course in Research Methodology II. A page is defined as 2400 characters including the spaces between words

As a prerequisite for sitting the examination in module 6, students are required to have the following mandatory activities approved:

- attendance in scheduled study trips/company visits/seminars/workshops when and if such activities are scheduled
- attendance in the scheduled seminars/workshops with AAU Career when and if such activities are scheduled

These mandatory activities are not part of the examinations in module 6, but requirements for students to be allowed to sit their examination in module 6. Students must provide a doctor's note, if they are not able to take part in these mandatory activities in order to be eligible to sit the examination in module 6.

The oral exam will be conducted on a group basis with an examiner and an external examiner present. The examiner chairs the session.

Duration of examination will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

The maximum number of students allowed in one group is seven.

**Optimal group size is a group of 5.**

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasise.

**Duration of presentation**

- 1 student = max 9 minutes
- 2 students = max 18 minutes
- 3 students = max 27 minutes
- 4 students = max 36 minutes
- 5 students = max 45 minutes
- 6-7 students = max 54 minutes

***Assessment:***

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Although the project will not be graded separately, the oral examinations will take their point of reference in the project in addition to presentations made by the students during the oral examinations.

Students are expected to demonstrate the following skills/competencies in the semester project and examination:

- Apply appropriate research design and methods in analysing and addressing specific international business economics problems
- Provide justifications for their methods in theory and practice (i.e. relevance/practical value of their solutions of specific problems)
- Demonstrate the application of theories and methods in addressing problems specified in the project

Students will receive their individual grades while the entire group is present in the examination room. However, according to the regulations, students have the right to receive their grades without the rest of the group being present. Students who would like to receive their grades without their fellow group members being present in the examination room, must therefore inform the examiner of this request immediately prior to the commencement of the examination.

The grading is according to the Danish 7-point grading scale. The grade has a weight of 10/120.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)