

## Module Description Research Seminar

Identifier	Category	Details / Content
<b>General Information</b>		
1.1	Module name	Research Seminar
1.2	Contained courses	Research Seminar
1.3	Module code	MSB.2.0127.0.M
<b>Timing</b>		
2.1	Frequency of offer	Summer and Winter semester
2.2	Attend in which semester	4th Semester
<b>Link to study programs</b>		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
<b>Workload</b>		
4.1	Lecture form Research Seminar	Seminar lessons
4.2	Contact time Research Seminar	4 semester weekly hours = 60 hours per semester
4.3	Self-study time	120 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
<b>Intended learning outcomes &amp; learning content</b>		
<b>Intended learning outcomes</b>		
5.1	ILO RS 1	Graduates can in research and science independently create scientific work, classify scientific theoretically own and others' research projects and results and critically evaluate them in terms of quality or benefit and apply situation adequately central scientific finding methods, as well as create a research paper.
	ILO RS 2	Graduates can explain research strategies, research designs, methods and approaches, and quality criteria in research.
<b>Learning content</b>		
5.2	Learning content 1	The scientific work will include: literature review, preparation of the manuscript, source documentation, selection of the relevant literature (to the essentials), creating an outline of a scientific paper, applicable empirical research design, requirements for the development of a master thesis.
	Learning content 2	The general science theory will cover: concept and tasks of science theory, statement criteria, empirical and non empirical, descriptive, explicative, inductive, deductive, deterministic, stochastic and tend, evaluative (=normative) and non-judgmental statements, business administration as pure or application-oriented science, theories as systems of statements, theorizing, hypotheses and inductive hypothesis testing (NHST & effect sizes), quantitative analysis / strategy and testing procedures, qualitative analysis and strategy, mixed methods strategy, quality criteria in academic research, academic writing and how to avoid common mistakes in academic research.
<b>Requirements &amp; examination</b>		
6	Participation requirement	None
7.1	Requirements for the award of credit points	Successful writing of a research paper (min 50% of points)
7.2	Assessment method	Writing of a research paper
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Thorsten Kliewe
8.3	Lecturers	Prof. Dr. Thorsten Kliewe
8.4	Maximum number of participants	
8.5	Supplementary information	
<b>Recommended reading</b>		
Alan Bryman; Social research Methods		
Creswell, J.W.; Educational research: Planning, conducting, and evaluating quantitative and qualitative research		
John W. Creswell; Research Design		
Andy Field; Discovering statistics using IBM SPSS Statistics		
Bortz / Döring; 'Forschungsmethoden und Evaluationen'		
Cumming, G.; Understanding the new statistics: Effect sizes, confidence intervals and meta-analysis		

## Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)

K3	Graduates can <b>conduct research</b> into business and management issues, either individually or as part of a team for projects / thesis / presentations. They can apply research methods appropriate to the research question, <b>critically evaluate the quality of their work and scientific contribution</b> and create a publication-ready Master's thesis.
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Flick, Uwe; Qualitative Sozialforschung. Eine Einführung. Rowohlt: Reinbek/Hamburg.
Mayring, Philipp; Einführung in die qualitative Sozialforschung, Beltz: Weinheim/Basel.
Myers, Michael; Qualitative Research in Business & Management, Sage: Thousand Oaks.
Przyborski, Aglaja / Wohlrab-Sahr, Monika (2010): Qualitative Sozialforschung. Ein Arbeitsbuch. Oldenbourg: München.
Hällgren, M.; The construction of research questions in project management. International Journal of Project Management, 30(7): 804-16. <a href="https://www.sciencedirect.com/science/article/abs/pii/S0263786312000075">https://www.sciencedirect.com/science/article/abs/pii/S0263786312000075</a>
Sackett, DL / Wennberg, JE (1997): Choosing the best research design for each question, BMJ, 315: 1636. <a href="http://www.bmj.com/content/315/7123/1636">http://www.bmj.com/content/315/7123/1636</a> (04.09.13)
Schlosser, R./Koul, R./Costello, J. (2007): Asking well-built questions for evidence-based practice in augmentive and alternative communication. Journal of Communication Disorders, 40(3): 225-38. <a href="http://www.sciencedirect.com/science/article/pii/S0021992406000542">http://www.sciencedirect.com/science/article/pii/S0021992406000542</a> (04.09.13)