

## COURSE DESCRIPTION CARD

**NOTE:** If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

**1. Course title in English:**  
International Business Research

**2. Course code:**  
Number of ECTS credits: 3  
Course completion mode: Z  
Course commenced / Year: 2023/24

**3. Major:** Finance and Accounting for Business

**4. Department of major coordinator:** Department of Banking and Financial Markets

**5. Name of course instructor:** Justyna Brzezińska

Lecture: -

Classes: Justyna Brzezińska

Lab classes: -

**Examiner:** Justyna Brzezińska

**6. Department of course instructor:** Department of Economic and Financial Analysis

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures		
classes	30	18
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	<b>30</b>	<b>18</b>
examination (hours)		

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year: 1

Course commencement / Semester: 2

**9. Level of tertiary education:** Master

**10. Course status**

Compulsory for the major...

Compulsory for the specialization ...

Elective ...

**11. Course prerequisites**

Compulsory: -

Recommended: -

**12. Course objectives:**

The purpose of the course is to give an introduction to business research methods and the business research process. The course is designed to equip the student with abilities to independently design and perform a research project in business. A parallel purpose is to enhance the students' critical and reflexive thinking as well as their abilities of oral and written presentation.

Students will demonstrate their grasp of the fundamentals of research by developing and presenting the results of a comprehensive research project (oral presentation and report). Students will conduct their research by developing a management dilemma – research question(s) hierarchy, an appropriate research design (with hypothesis testing), and by collecting data, conducting the data analyses, and presenting the findings and conclusions.

Upon completion of this course the student should be able to:

1. Apply and explain approaches and techniques required in performing reliable and valid research.
2. Understand the scientific method and philosophy of research.
3. Understand and explain the terminology involved in conducting research.
4. Demonstrate the methodological and analytical skills relevant to researching a business problem.
5. Present both an oral and written research proposal and report.
6. Develop a conceptual framework for research methodology.
7. Prepare a research proposal leading to a research study.
8. Understand both qualitative and quantitative research methods.
9. Collect and analyze primary and secondary data.
10. Be able to collect, analyze and interpret qualitative and quantitative data.
11. Be able to read, understand, and present research reports.

**13. Teaching and learning methods:**

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1	Case studies and discussions	Case, studies, discussion involving students on particular research method problem	30	18
Total			AS:30	AN:18

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Final report preparation	Preparation of final written report based on own research	30	30
2.	Presentation	PowerPoint Presentation	5	10
3.	Discussion	Preparation to discussion on research topic	10	17
Total			BS:45	BN: 57

Total AS+BS = 75

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN = 75

Examination (E) = 0

Total AN+BN+E = 75

**14. Key words:**

methodology and philosophy of research, research project, statistical data analysis.

**15. Course content:**

1. Introduction to the Research Process/Approaches to Business Research
2. Research design
3. Research methodology and philosophy
4. Data collection methods: primary and secondary data
5. Measurement scales
6. Quantitative data analysis
7. Quantitative data analysis
8. Statistical inference
9. Writing and presenting your project report

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment			
Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FAB2_W01#	The student has profound knowledge and understanding of research proces, data collection, data analysis and interpretation of data from different areas of economics and finance. The student has a knowledge on how to describe research problem, set a research hypothesis, conduct research and present obtained results.	Report and presentation	Written research project and presentation
<u>Skills</u>			
FAB2_U01#	The student is able to use knowledge to formulate research hypothesis, analyze research problems, collect primary and secondary data, and analyze economic and financial datasets. Student is also able to present the research outcome in form of presentation, speach and take part in discussion.	Report and presentation	Written research project and presentation
FAB2_U04#	2. The student is able to speak English at the B2+ level of Common European Framework of Reference of Languages (CEFR) using financial and accounting specialised terminology	Report and presentation	Written research project and presentation
<u>Social competences</u>			
FAB2_K01#	The student isprepared to critically evaluate the acquired knowledge, formulate own opinions, collect and analyze data, present and deliver projects and also take part in discussions.	Report and presentation	Written research project and presentation
<b>17. Method for determining the final course grade:</b>			
No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Project preparation	Project on research problem chosen by students prepared according to guidelines literature review, research problem, data collection, data analysis, conclusions, references	70%
2.	Multimedia presentation	Multimedia presentation, speech and participation in discussion in from of group on research problem chosen by students	30%
* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.			
<b>18. Reading list</b>			
Mandatory reading list:			
1. Brymar A., Bell E. (2015), <i>Business Research Methods</i> , Oxford University Press			
2. Eriksson P., Kovalainen A. (2015), <i>Qualitative Methods in Business Research: A Practical Guide to Social Research</i> , Sage Publiucations Ltd			
3. Saunders M., Lewis P., Thornhill A. (2015), <i>Research Methods for Business Students</i> , Prentice Hall			
4. Sekaran U., Bougie R. (2015), <i>Research Methods for Business. A Skill Building Approach</i> , Wiley			

Recommended reading:

1. Sreejesh S., Mohapatra S., Anusree, M.R. (2014), *Business Research Methods*, Springer
2. Burns R.B., Burns R.A. (2008), *Business Research Methods and Statistics using SPSS*, Sage Publications Ltd
3. Rice J.A. (2012), *Mathematical Statistics and Data Analysis*, Duxbury

**19.** Language of instruction: English

**20.** Course instructors' recommendations:

**Presence:**

Students are required to attend classes at least 80% of total classes held. Any violation against this rule may cause the ineligibility to get a final grade.

**Class participation:**

Students are highly expected to contribute ideas, thoughts, experiences, and arguments to the class discussion.