

Course: Research, Economics and Communication assignment

credits: 3

Course code	IBVP16REC1C	Modes of delivery	Education
Name	Research, Economics and Communication assignment	Assessments	Assignment - Assignment
Study year	2022-2023		
ECTS credits	3		
Language	English		
Coordinator	J. Wang		

Learning outcomes

In this module the economic context of the student will be used to introduce research and report writing. Students are expected to conduct a descriptive research and to present their finding in an individually written report.

Upon completion of this module the student shows the ability to:

- construct a relevant research question and accompanying sub-questions
- describe the methodology
- collect relevant descriptive information on economic variables
- analyse the information and provide relevant quantitative representation
- structure information using paragraphs and linkers
- write coherently with appropriate use of vocabulary, grammar and syntax at a B2 level
- follow the standard structure for business reports
- determine which information needs to be referenced in business reports in order to avoid plagiarism
- use the APA Style system correctly by creating in-text citations and reference list entries for a business report
- appropriate use of a full-featured word processing program and spreadsheet application (Windows Word and Excel)

Competencies from the IBMS Professional Profile:

WT3-1, WW4-1, TWM24-1

Content

This module is an introduction to international business awareness, communication and research. The aim in period 1 is for the student to recognize and understand his own (economic) background.

Included in programme(s)

International Business 3 Year

School(s)

International Business School

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