Course: Research in Business - Research proposal

credits: 5

Course code	BPVM26RIB1C
Name	Research in Business - Research proposal
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	J.M. Haandrikman
Modes of delivery	Education
Assessments	Assignment - Assignment

Learning outcomes

Students:

1. Define a theoretically grounded research problem on a selected topic.

2. Develop and justify research question(s).

3. Conduct critical and analytical literature review, synthesising and evaluating academic sources from multiple business disciplines.

4. Evaluate and select appropriate research designs and rigorous methods aligned with the research question(s).

5. Structure and develop a full academic research proposal using appropriate academic language and scholarly conventions.

Contribution to Programme Learning Outcomes (PLOs):

CLO1 contributes to PLO1 Research

CLO2 contributes to PLO1 Research

CLO3 contributes to PLO1 Research and PLO3 Interdisciplinary Approach

CLO4 contributes to PLO1 Research

CLO5 contributes to PLO5 Communication

Content

Strategic Focus Areas: Entrepreneurship, Global Mindset and Sustainability

To conduct rigorous applied research, a strong theoretical and methodological foundation is required, supported by critical engagement with academic literature. The course Research in Business (RIB) develops students' ability to conduct applied research in an interdisciplinary context, through systematic analysis of scholarly articles and methodological reasoning. The course is the first component of the curriculum of the IBP master program. Students learn to use academic literature, build arguments, and engage with different research methods. The course places particular emphasis on the intervention cycle.

The outcome of the course is a full research proposal demonstrating students' ability to design a rigorous research study based on sound methodological principles. This proposal forms the foundation for the Innovation Assignment (INA) in the first semester and supports students' research preparation for the master's thesis in the second semester.

This course contributes to SDGs 4, 8, 9, 11, 12, 16 and 17.

Included in programme(s)

Interdisciplinary Business Professional

School(s)

Business & Law

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