

Vak: Research in Business - Research proposal

credits: 5

Vakcode	BPVM19RIB1C	Werkvormen	Onderwijs
Naam	Research in Business - Research proposal	Toetsen	Assignment - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	N.T.C. Huttenga		

Leeruitkomsten

- The student is able to define a research problem based on chosen topic
- The student is able to develop research question (s)
- The student is able to conduct a critical literature review in an analytical way
- The student understands different research designs and is able to choose rigorous methods that fit with given research question (s)
- The student is able to structure and develop a research proposal using strong academic language

Inhoud

Within the Interdisciplinary Business Professional (IBP) master programme, the focus is on applied research. However, to do rigorous applied research, a good theoretical and methodological foundation is required. The module Research in Business teaches students how to conduct applied research in an interdisciplinary context.

Research in Business is the first component of the curriculum of the IBP master programme. Students learn to use academic literature, build arguments and about different research methods. We emphasize the use of the empirical cycle in combination with an evidence-based approach. The end result of the module Research in Business is the research proposal, in which students demonstrate that they can create a research design based on methodological principles. This training will form the foundation for the Innovation Assignment, and for the Master Thesis in the second semester.

Opgenomen in opleiding(en)

MSc. Interdisciplinary Business Professional

School(s)

International Business School