

E22M Research Methods for Business

Module	Research Methods for Business							
Code	E22M							
Coordinator	Prof. Dr. Stefan Seuring							
Language	English							
Stud. Workload	180h (60h contact time)							
Credits	6 ECTS							
Frequency (WS / SS)	Bi-Annually, WS (winter term)							
Part module	Research Methods for Business							
Instructor	Prof. Dr. Stefan Seuring							
Contents	<ul style="list-style-type: none"> - Introduction to philosophy of science - Research Process - Data collection and analysis - Case study research - Action research - Content analysis - Expert studies 							
Objectives	Students are able to: <ul style="list-style-type: none"> - understand the relevance of the research process - describe the research processes - know basic techniques of data collection and analysis 							
Literature	Saunders, M., Lewis, P., Thornhill, A. 2007: Research Methods for Business Students, 4. Edition, Prentice Hall, Harlow.							
Study system usability	Economy		Organic			Tropical		
	M		E			E		
Entrance requirements	Strategic Management and Operations							
Instruction type	Lecture		Seminar	Excursion	Practice	Tutorial		Project
Duration [contact h]	40		20					
Examination type	Oral test	Written test	Homework	Sem. Speech	Protocoll	Work report	Proj. Report	Proj. Pres.
			x	x		x		
Grade composition	100% in class presentation and essay (one unit)							