

Course Unit	Applied Research for International Business Management		Field of study	Management	
Bachelor in	International Business Management		School	School of Technology and Management	
Academic Year	2021/2022	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Workload (hours)		162	Contact hours	T - TP 50 PL - TC - S - E - OT 10 O -	
<small>T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other</small>					

Name(s) of lecturer(s) Nuno Filipe Lopes Moutinho, Fernando Jorge Lobo Marques

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Develop technical skills related to information research, treatment and presentation which are the source to make a decision and to have an active and responsible management intervention;
2. Understand statistical analytical tools essential to the validation of firm-related decisions;
3. Analyse quantitative and qualitative information, related to firms as a way to support economic and market research;
4. Establish numerical relations between the management process intervention variables;
5. Select and apply appropriate research designs to quantitative and qualitative research processes;
6. Present a written research report.

Prerequisites

Before the course unit the learner is expected to be able to:

1. Understand and apply basic concepts of mathematics and statistics;
2. Apply basic skills of informational technologies.

Course contents

Introduction to applied research and to business empirical analysis. Introduction to several statistical/econometric software. Statistical and regression analysis. Marketing research. Data collection methods. Data analysis and report writing.

Course contents (extended version)

1. Introduction to applied research
 - Scope
 - Purpose
 - Roles
2. Business empirical analysis
 - Data
 - Information and decisions
 - Secondary data collection: examples
3. Statistical/econometric software
 - Introduction and functions
 - Practical examples: commercial software, open-source, freeware and shareware software
4. Quantitative data analysis
 - Primary and secondary data and qualitative and quantitative data
 - Descriptive analysis: centrality, variability and other indicators
 - Data presentation report
5. Regression analysis (simple and multiple)
 - Estimation
 - Inference
 - Forecast
6. The nature and scope of market research
 - Objectives and intervention areas
 - Market research process
7. Quantitative and qualitative research design
 - Methods for primary data collection
 - Survey design and practical application
 - Data analysis and report
8. General principles for writing a research report
 - Structure of a written report
 - Format and presentation rules: the APA style
 - Mistakes to avoid

Recommended reading

1. Bell, E., Bryman, A. , & Harley, B. (2019). Business Research Methods (5th ed.). Oxford University Press.
2. Blumberg, B., Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods (4th ed.). McGraw-Hill Education.
3. Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing Research: An Applied Approach (5th ed.). Pearson.
4. Saunders, M. N. K., Thornhill, A., & Lewis, P. (2019). Research Methods for Business Students (8th ed.). Pearson.
5. Sekaran, U., & Bougie, R. (2019). Research Methods for Business. A Skill Building Approach (8th ed.). John Wiley & Sons.

Teaching and learning methods

Theoretical concepts are introduced through lectures supported by audio-visual tools. Lectures are complemented with the use of statistical/econometric software and scientific books and reviews. Discussion of ideas and concepts, as an incentive to critical reasoning, exchange of experiences and group decisions making, will be a constant during classes. Tutorial sessions will be promoted.

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 60% (Elaboration of 6 (individual) practical assignments throughout the semester.)
 - Final Written Exam - 40%

Assessment methods

2. Alternative 2 - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%
3. Alternative 3 - (Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

English

Electronic validation

Nuno Filipe Lopes Moutinho	António Borges Fernandes	Paulo Alexandre Vara Alves
06-03-2022	11-03-2022	17-03-2022