INSTITUTO POLITÉCNICO DE BRAGANÇA

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	2023/2024	Year of study	2	Level	1-2	ECTS credits 6.0
Type	Semestral	Semester	2	Code	8487-711-2204-00-23	

Workload (hours)	162	Contact hours	T	-	TP	50	PL	-	TC	-	S	-	E	-	OT	10	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

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

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. (2022). Business Research Methods (6th 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. (2020). Marketing Research: An Applied Approach (6th ed.). Pearson.
4. Saunders, M. N. K., Thornhill, A., & Lewis, P. (2024). Research Methods for Business Students (9th 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 5 practical assignments throughout the semester and presentation of some of them.)
   - Final Written Exam - 40% (Mandatory to obtain a minimum grade of 6,0 (in 20) in this item (even if the average is positive).)

Assessment methods

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

Language of instruction

English

Electronic validation

Fernando Jorge Lobo Marques, Nuno Filipe Lopes Moutinho	Joaquim Agostinho Mendes Leite	José Carlos Rufino Amaro
27-02-2024	27-02-2024	02-03-2024