

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
Type	Semestral	Semester	2
Level	1-2	ECTS credits	6.0
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**

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27-02-2024	27-02-2024	02-03-2024