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| Title of the course | Research Seminar “Data-driven Business Research” | | |
| Title of the Academic Programme | Master in Management and Analytics for Business | | |
| Type of the course | Mandatory | | |
| Prerequisites | An intermediate undergraduate course in topics with an analytical and/or quantitative emphasis in business administration, economics.  An experience in conducting research projects within bachelor and/or master thesis | | |
| ECTS workload | 20 | | |
| Total indicative study hours | Directed Study | Self-directed study | Total |
| 160 | 600 | 760 |
| Course Overview | This module aims at providing students with knowledge, practical skills and experience to conduct both applied and fundamental research with a substantial emphasis on quantitative studies in business. The module aims to enable students to carry out their individual projects as well as contribute to collective research. The Research seminar covers the most relevant issues of a research process that might be valuable for students. The key idea of the course is to provide insights into philosophy and basics of pure academic as well as applied studies in management and economics. The module is designed to provide students with knowledge, skills, positive values and competencies to solve nontrivial problems and creative tasks in the frame of business studies.  As a result of a successful learning, students are to present their individual or group projects followed by the term papers after the first year of their master course and the dissertations at the end of the second year of their study. Along with the training on searching for relevant research question, problem statement, conceptualization and research design, this module equips students with relevant skills presented in Intended Learning Outcomes section. | | |
| Intended Learning Outcomes (ILO) | 1. to be able to conduct a critical analysis of a relevant literature  2. to know how to design a research: identify a research problem and question, set clear research purpose, put forward hypotheses.  3. to choose appropriate research methods, collect and analyze data  4. to obtain an empirical evidence and evaluate critically results  5. to draw conclusions, provide discussion of the research results   |  |  | | --- | --- | | LO2 | Obtain and process data for cogent managerial decisions | | LO3 | Formulate policy recommendations by exploiting outputs of data analysis and its interpretation | | |  |  | | --- | --- | | LO9 | Recognise relevant research questions and apply appropriate methods and tools to effectively find solutions | | Recognize relevant research questions and apply appropriate methods and tools to effectively find solutions | | | |
| Teaching and Learning Methods | The course consists of seminars (160 hours). The seminars involve different practical activities, Project Based Learning, invited speakers who deliver good examples of research presentations, case study, as well as group and individual assignments. All students are to present their works-in-progress within term papers and/or master dissertations at least three times during a study year.  If students have some questions or any concerns related to the course, they have two options for making an appointment with instructors. Students can contact instructors via e-mail and negotiate the convenient day and time of the meeting.  Academic support of the course will be organized through the learning management system (LMS) of HSE. All course materials, including instructors’ presentations, guidelines for self-study, reading materials, course updates, assignments, and assessment list. | | |
| Course Content | Introduction to conducting a research  Research philosophies and methodological approaches  Research design and research problem  Research methods and techniques  Results interpretation and discussion  Applied research in business studies | | |
| Indicative Assessment Methods and Strategy | Final assessment (50%): group project presentation  Intermediate assessment (50%):  1) Group presentations (32%)  - 4 group presentations (8% for each presentation)  2) Class activities (18%), including case studies, teamwork results, assignments, presentations.  Grading policy:  The assessment list with all students’ grades will be published in the LMS.  All assignments, including final group presentation, will be assessed on 10-point scale. Cumulative and final grades will be rounded.  For current assignments and final group project presentations:  Excellent –8-10 points  Good –6-7 points  Satisfactory –4-5 points  Failure –0-3 points | | |
| Readings / Indicative Learning Resources | Mandatory (books and reading available under authorized access at <https://library.hse.ru/e-resources>)  O'Gorman, K. D., MacIntosh, R. (2015) Research Methods for Business and Management: a guide to writing your dissertation. Goodfellow Publishers Ltd  Clippinger, D. (2017) Business Research Reporting. Business Expert Press  Optional  Bryman, A., Harley, B., Bell, E. (2018) Business Research Methods. Oxford University Press.  Creswell, J. W. (2009). Research design: qualitative, quantitative, and mixed methods approaches. Los Angeles; London, SAGE.  David Whetten. (1989) What Constitutes a Theoretical Contribution? Academy of Management Review 14(4): 490-495  Robert Sutton and Barry Straw. (1995) What a Theory is not. ASQ 40: 385-390  Gerring, J. (2004). "What is a case study and what is it good for?" American Political Science Review 98(2): 341-354.  Eisenhardt, Kathleen M. "Building Theories from Case Study Research", Academy of Management Review, V14, N4 (1989), pp. 532-550. | | |
| Course Instructor | Angel Barajas, PhD, Full Professor, [balonso@hse.ru](mailto:balonso@hse.ru)  Elena Shakina, PhD, Associate Professor, [eshakina@hse.ru](mailto:eshakina@hse.ru)  Artem Alsufiev, PhD, Senior Lecturer, [aalsufiev@hse.ru](mailto:aalsufiev@hse.ru) | | |