**Course descriptor**

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| Title of the course | Business Research Methods |
| 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 microeconomics, macroeconomics and econometrics. |
| ECTS workload | 6 |
| Total indicative study hours | Directed Study | Self-directed study  | Total |
| 72 | 156 | 228 |
| Course Overview | The course aims to understand the nature of business research, to explain which kind of business problems might need research study and what are the key issues in research methods that we want to understand.The course is divided in to modules. One is more oriented to know the use of Digital Marketing tool introducing the main topics for business research and its development. The other is more related to the application of research techniques for business using market-based research design, forecasting tool, evaluating risk and return in business and considering multiple perspective for effective decision making in business. Both modules are going to be oriented to practical implications and to be useful.  |
| Intended Learning Outcomes (ILO) | * Understand and manage the lexicon and key concepts of Digital Marketing
* Be able to use professional tools for Digital Marketing
* Learn how to employ Google Analytics for business purposes
* Get the professional skills to get the professional accreditation Google Analytics Individual Qualification (IQ)
* Learn how to employ Yandex Metrica for business purposes
* Get the professional skills to get the professional accreditation Yandex Metrica Certification
* Further manipulation of the data using Simplified visualization and DataBase Querying
* Apply research in business studies.
* Use market-based research designs.
* Forecast and plan business.
* Evaluate return and risk in business.
* Learn to take effective business decisions by considering multiple perspectives.
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| Indicative Course Content | Concepts of Digital MarketingGoogle Analytics for businessYandex Métrica for businessSimplified visualization and DataBase QueryingMarket-based research designsBusiness forecasting and planningReturn and risk evaluationEffective business decisions by considering multiple perspectives |
| Teaching and Learning Methods | The course consists of lectures (36 hours) and seminars (36 hours). The seminars involve different practical activities, Project Based Learning, case analysis and the group and individual assignments. It is expected that the students pass at the end of the course the Google Analytics IQ and Yandex Metrica Certification. |
| Indicative Assessment Methods and Strategy | The cumulative grade consists of grades for all homework assignments, class performance, and the written test and is calculated as follows: Оcumulative= 0,25· Оhomework1 + 0,25· Оwritten test+ 0,5·Оclass performance The final grade consists of the cumulative grade and the final exam grade and is calculated as follows: Оfinal = 0,7·Оcumulative + 0,3·Оexam  |
| Readings / Indicative Learning Resources | Mandatory Herkenhoff L., Fogli J. (2017). Analytics Boot Camp: Basic Analytics for Business Students and Professionals. Business Expert Press. Phil Simon (2017). Analytics : The Agile Way. John Wiley & Sons, Incorporated. OptionalWainfan, L. (2010). Multi-perspective Strategic Decision Making: Principles, Methods, and Tools (Dissertation for Doctoral degree). Pardee RAND Graduate School, Santa Monica, California. |
| Course Instructor | Angel Barajas, PhD, Full ProfessorElena Shakina, PhD, Assistant ProfessorMaxim Brunellin, MSc, LecturerMaxim Lapin, MSc, Senior Lecturer |