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| Course Code and Title | |
| MLI26C693 Research Methods in International Business | 6 cr |
| Learning Outcomes and Content | |
| <p>Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the different types of behavioral research methods used in business environments, 2) apply basic quantitative and qualitative research methods to business examples, 3) state a research problem and define research objectives, 4) understand and use data analysis methods, 5) understand and use computer assisted data analysis, and 6) practice the proper reporting of research results.</p> <p>Content: This course examines the nature of selected qualitative and quantitative research methods related to the field of international business. Topics focus on different types of research, the conceptualization of research, the interface between qualitative and quantitative research methods, primary and secondary sources, data collection methods, and data analysis methods. Also emphasized are computer applications to perform rigorous data analysis.</p> | |

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| Instructor Name and Profile |
| <p>Alexei Koveshnikov is Associate Professor of Management & Organization and the Head of Management Unit at Aalto University School of Business, Finland. Alexei has completed his PhD at Hanken School of Economics and has been working at Aalto since 2014. His research interests include leadership, HRM, strategizing in multinational corporations, as well as expatriation, migration and, lately, nationalism. Alexei has received several prestigious awards for his research. In 2016-2019, Alexei has been the Academy of Finland Fellow. During his research career, he has been a visiting scholar at universities in New Zealand, the USA, and Australia. Alexei has taught courses at different levels (undergraduate, postgraduate, MBA and PhD) in Finland, Austria, the Netherlands, Russia, Australia and the USA.</p> |

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| Email Address |
| alexei.koveshnikov@aalto.fi |

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| Office Hours |
| Monday-Thursday 16-17 after our sessions. |

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| Required Reading |
| <p>TEXTBOOK</p> <ul style="list-style-type: none"> Business Research Methods by Pamela S. Schindler, 13th Edition, McGraw Hill. (Note: 14th edition is OK since they are very similar). <p>ARTICLES</p> <ul style="list-style-type: none"> van de Ven, A.H. (1989). Nothing is Quite so Practical as a Good Theory. <i>The Academy of Management Review</i>, 14(4), 486-489. Eisenhardt, K.E. (1989). Building Theories from Case Study Research, <i>The Academy of Management Review</i>, 14(4), pp. 532-555. |

- Tippmann, E., Scott, P. S., & Mangematin, V. (2012). Problem solving in MNCs: How local and global solutions are (and are not) created. *Journal of International Business Studies*, 43(8), 746-771.
- Thomas, D., Cuervo-Cazurra, A., Brannen, M.Y. (2011). Explaining theoretical relationships in international business research: Focusing on the arrows, NOT the boxes. *Journal of International Business Studies*, 42, 1073-1078.
- Sample papers/examples. Distributed in class.

Course Schedule

Deduction due to an absence on the first day of the course: 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.

| Session # and Date | Topic/s | Assignment/s |
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| Session 1: Monday, October 30, 13-16 | <ul style="list-style-type: none"> • Introduction to the module • Research foundations and fundamentals | <p><u>READINGS</u> Chapter 1 Research foundations and fundamentals</p> <p>Due: Submit group member names (formed in class)</p> |
| Session 2: Tuesday, October 31, 13-16 | <ul style="list-style-type: none"> • Evaluate research and understanding the research process | <p><u>READINGS</u> Chapter 2 The research process</p> <p><u>ADDITIONAL READINGS</u> <i>Nothing is Quite so Practical as a Good Theory</i> A paper distributed in class</p> <p><u>EXERCISE:</u> Evaluate a research paper – understanding the research process</p> |
| Session 3: Wednesday, November 1, 13-16 | <ul style="list-style-type: none"> • Research questions and designing your research project | <p><u>READINGS</u></p> <ul style="list-style-type: none"> • Chapter 3 Clarify the research question • Chapter 4 Research design <p><u>ADDITIONAL READINGS</u> <i>Explaining theoretical relationships in international business research: Focusing on the arrows, NOT the boxes</i></p> <p><u>EXERCISE:</u> Practice research design alternatives</p> <p>Due 23:59: Submit the name(s) you will be interviewing for Assignment 1 - Qualitative Interview</p> |

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| Session 4: Thursday, November 2, 13-16 | <ul style="list-style-type: none"> • Introduction to qualitative methods | <p><u>READINGS</u></p> <ul style="list-style-type: none"> • Chapter 5 Sampling • Chapter 6 Qualitative research <p><u>ADDITIONAL READINGS</u> <i>Building Theories from Case Study Research</i> <i>Problem-solving in MNCs</i></p> <p><u>EXERCISE</u> Assessment of qualitative research</p> |
| Session 5: Friday, November 3, 12-15 | Exam#1 | Exam #1 (individual; on chapters 1-6) |
| Session 6: Monday, November 6, 13-16 | <ul style="list-style-type: none"> • Observation, experiments and transcribing qualitative data | <p><u>READINGS</u></p> <ul style="list-style-type: none"> • Chapter 7 Observation studies • Chapter 8 Experiments <p><u>EXERCISE</u> Observations</p> <p>Coding and analyzing your interview data</p> <p>Due: Assignment 1 - Qualitative Interview (group). Upload deadline 23:59.</p> |
| Session 7: Tuesday, November 7, 13-16 | <ul style="list-style-type: none"> • Surveys and Measurements | <p><u>READINGS</u></p> <ul style="list-style-type: none"> • Chapter 9 Survey design • Chapter 10 Measurement foundations <p><u>EXERCISE</u> Survey</p> |
| Session 8: Wednesday, November 8, 13-16 | <ul style="list-style-type: none"> • Measurement and questionnaires | <ul style="list-style-type: none"> • Chapter 11 Measurement questions • Chapter 12 Measurement instruments <p><u>EXERCISE</u> Questionnaire design</p> |
| Session 9: Thursday, November 9, 13-16 | <ul style="list-style-type: none"> • Advanced topics and questionnaire development | <p><u>EXERCISE</u> Codebooks and Questionnaires</p> <p><u>ADDITIONAL</u> Assignment 2 group work and coaching time</p> |

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| Session 10: Friday, November 10, 13-16 | Group work – Assignment 2 | <u>ADDITIONAL</u> Assignment 2 group work and coaching time Due: Assignment 2 - Questionnaire (group). Deadline is 18:00. |
| Session 11: Monday, November 13, 13-16 | <ul style="list-style-type: none"> Preparing data for analysis and a primer on SPSS and assignment 3 | <u>READINGS</u> <ul style="list-style-type: none"> Chapter 13 Collect, prepare and examine data <u>EXERCISE</u> SPSS Data Analysis (Organizing, sorting and visualizing data) |
| Session 12: Tuesday, November 14, 13-16 | <ul style="list-style-type: none"> Identifying and testing hypotheses in SPSS | <u>READINGS</u> <ul style="list-style-type: none"> Chapter 14 Hypotheses testing <u>EXERCISE</u> SPSS Data Analysis, (Creating variables and identifying testable hypotheses) <u>ADDITIONAL</u> Assignment 3 group work time |
| Session 13: Wednesday, November 15, 13-16 | <ul style="list-style-type: none"> Exploring associations in SPSS | <u>READINGS</u> <ul style="list-style-type: none"> Chapter 15 Measures of association <u>ADDITIONAL</u> Assignment 3 group work time |
| Session 14: Thursday, November 16, 13-16 + Individual schedule according to your group | <ul style="list-style-type: none"> Finalizing Assignment 3 <p><i>GROUP SESSIONS WITH ALEXEI:</i></p> <ul style="list-style-type: none"> <i>Time slots TBA</i> | <u>ADDITIONAL</u> Course review |
| Session 15: Friday, November 17, 13-16 | Exam #2 | Exam #2 (individual; all chapters covered + extra readings) Due: Assignment 3 - Data Analysis (group). Upload deadline 23:59. |

| Grading | |
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| Course Requirements | Weighting (%) or maximum points |
| Exam 1 (individual) | 20% |
| Exam 2 (individual) | 25% |
| Assignment 1 - Qualitative Interview (group) | 15% |
| Assignment 2 - Questionnaire Design (group) | 15% |
| Assignment 3 - Data Analysis (group) | 15% |
| Participation (individual; assessed in-class, exercises, short quizzes) | 10% |
| Total | 100 |
| Conversion scale | |
| Conversion scale | Final grade (official scale) |
| 90 - 100 | 5 |
| 80 - 89 | 4 |
| 70 - 79 | 3 |
| 60 - 69 | 2 |
| 50 - 59 | 1 |
| 0 - 49 | 0 |

| ECTS STUDENT WORKLOAD | |
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| This course is a 6 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 160 (including in-class and out-of-class work). | |
| Types of Hours | Number of Hours |
| Contact hours (on- and off-campus): | 45 |
| Out-of-class hours: | 115 (Sum of fields below) |
| Work with course materials, eg required reading | 45 |
| Exam preparation | 20 |
| Individual research & writing | 20 |
| Team projects (meetings, research, preparation, etc.) | 30 |
| Total of all student workload (contact and out-of-class) hours: | 160 |

ACADEMIC POLICY STATEMENTS

| CODES OF CONDUCT |
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| Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education. |
| In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations. |

TEXTBOOK POLICY

All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

CLASS ATTENDANCE AND PARTICIPATION

Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time.

If the student participates in the final exam/assessment, it will be graded and counted towards the final grade.

The attendance policy of the BScBA program provides that:

- 1) **A maximum of three absences of any kind** is allowed for a 3-week, 6-credit course. Four or more absences will result in being dropped from the course.
- 2) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc. It is up to the course instructor to decide whether or not a graded activity can be completed later.
- 3) **An absence on the first day of the course** will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.
- 4) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an absence for the day.
- 5) It is expected that **students marked present for the day are in class the entire time**. Students leaving class early may be marked absent.
- 6) **The instructor may include class participation as a component of the grade**; up to 15% of the total points that can be earned toward the final grade.
- 7) **The instructor may identify up to three days of the course (in addition to the first day) as mandatory**, ie taking an absence on those days would have a direct impact on the course grade.

The instructor for the course will take attendance in classes. The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: mari.syvaoja@aalto.fi.

Addition to the attendance policy of the BScBA Program, Mikkeli Campus:

- This addition concerns absences in addition to the normal maximum of three that would fall under a category called **Medical and Family Emergency cases**.
- Students who want to use this option to complete a course must fulfil these criteria:
 - The total absences of the student will exceed the normally allowed three absences due to a major medical problem or family emergency.

- The student will be absent no more than 5 days; exceeding that number of days will result in dropping the course.
- Documentation or a detailed explanation concerning the entire period of the emergency (such as a medical certificate) is provided to the Manager of Academic Operations.
- The case-by-case solution will be coordinated by the Manager of Academic Operations, who will deal with the documentation and discuss with the instructor to find a pedagogical solution enabling the student to continue in the course. In case the MAO is on leave, the student should contact the other study office staff.
- The solution must not cause a significant increase in the instructor's workload. The grading elements for the course may be reviewed, and additional assignments may be arranged if feasible. However, a shifting of grading proportions may occur. The course grade might be affected due to the student missing some in-class activities.

2023 - 2024