

Course Title		
MLI26C693	Research Methods in International Business	6 cr
Learning Outcomes and Content		
<p>Outcome: 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>		

Instructor Name and Profile
<p>Professor Suzanne ALTABELLO is a marketing educator, researcher, consultant and an entrepreneur advisor/investor based in North Carolina, US. She is an Associate Professor of Marketing at the University of North Carolina, Fayetteville State campus. Over the course of 20 years of university teaching, Dr. Altobello has taught almost every course in an undergraduate and MBA marketing curriculum. She served as international faculty for the Grenoble Graduate School of Business and escorted American university students on one-month study abroad trips to France for 14 years. She was also the primary contact for all international schools that partnered with her previous university and traveled to England, Germany, Chile, and Cuba to represent interests and recruit students. She has been teaching at Aalto University since 2016-2017.</p> <p>Dr. Altobello's work has been published in top academic journals, such as the <i>Journal of Consumer Research</i>, <i>Journal of Business Research</i>, <i>Psychology &amp; Marketing</i>, <i>Journal of Services Marketing</i>, and <i>Personality and Social Psychology Bulletin</i>. She is on the editorial and review boards of several international conferences and journals. She loves telling stories with data. She is a bit obsessed with social media, gamification, and digital analytics.</p>

Email Address
Altobello.research@gmail.com

Office Hours
<p>Zoom office hours: M-Th 16h00-17h00 (Finland time) after our synchronous class meetings. If this schedule interferes with other university activities (e.g., thesis workshops), alternate times can be arranged with professor.</p>

## Required Reading

### TEXTBOOK:

- Business Research Methods by Pamela S. Schindler, 13th Edition, McGraw Hill.

### ARTICLES

- van de Ven, A.H. (1989). Nothing is Quite so Practical as a Good Theory. The Academy of Management Review, 14(4), 486-489.
- Eisenhardt, K.E. (1989). Building Theories from Case Study Research, The Academy of Management Review, 14(4), pp. 532-555.
- 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.

## Course Schedule

The structure of this course will be BOTH asynchronous lecture videos AND synchronous discussions and tutorials. You will have a synchronous Zoom session every weekday as noted below. Synchronous sessions will begin at 14h00 (2pm) Finland time. Please plan on at least 1-1.5 hours for discussion, exercises, and tutorials; some days will be longer so do not plan anything else prior to 4pm.

Attendance will be taken at each session and you must participate on the call for the entirety of the session (I will call on students to answer questions during in-class discussions/exercises). Sessions will be recorded and video cameras must be on for attendance and for any breakout rooms.

Students will complete an introductory survey, including time zone, Covid circumstances, and SPSS program access, PRIOR to first day of class.

Day  <b>all times Finland EET</b>	Topics during live session ( <b>NOTE: any lectures not fully delivered during scheduled class time will be available in a video lecture</b> )	HOMEWORK to do <b>after</b> live session;  <b>all times Finland EET.</b>
Session 1: November 23 – Monday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>• Introduction to the course &amp; the research process</li> <li>• Chapter 1 Research Foundations and Fundamentals</li> </ul>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>• Chapter 2 The Research Process: An Overview</li> </ul> <u>Read:</u> <ul style="list-style-type: none"> <li>• Chapter 3</li> </ul>
Session 2: November 24 – Tuesday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>• Chapter 3 Stage 1: Clarify the Research Question</li> </ul> <u>In-class Exercise:</u> <i>Writing research questions</i>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>• Chapter 4 Research Design: An Overview</li> </ul> <u>Read:</u> <ul style="list-style-type: none"> <li>• <i>Nothing is Quite so Practical as a Good Theory</i></li> </ul>
Session 3: November 25 – Wednesday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>• Brief on Group project (assignments 1,2,3)</li> </ul> <u>In-class Exercise:</u> <i>Evaluate a research paper – understanding the research process</i>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>• Chapter 5 Stage 2: Sampling Design</li> <li>• Chapter 6 Stage 2: Data Collection Design</li> </ul>

Session 4: November 26 – Thursday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>Chapter 7 Stage 2: Data Collection Design: Observation Research</li> </ul> <u>In-class Exercise:</u> <i>Develop sampling plans &amp; practicing research design alternatives</i>	<u>Read:</u> <ul style="list-style-type: none"> <li><i>Building Theories from Case Study Research</i></li> </ul> <b>Submit Interviewee names: DUE Nov 26 by midnight</b>
Session 5: November 27 – Friday <b>Zoom session with group breakouts: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>Test 1 review</li> </ul> <u>In-class Exercise:</u> <i>groupwork Designing questions for qualitative interviews</i>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>Chapter 8 Stage 2: Data Collection Design: Experiments</li> <li>Chapter 9 Stage 2: Data Collection Design: Survey Research</li> </ul>
Session 6: November 30 – Monday <b>Zoom TEST session: begins at 2:00pm</b>	<b>Exam #1 (Sessions 1-5) PROCTORED VIA ZOOM (must have cameras on during entire test)</b>	
Session 7: December 1 – Tuesday <b>NO LIVE SESSION; Take online quiz Ch 10 &amp; WORK ON YOUR GROUP PAPERS</b>	<u>Watch</u> lecture video & take online quiz for attendance: <ul style="list-style-type: none"> <li>coding qualitative interviews</li> <li>Chapter 10: Stage 3: Measurement Foundations</li> </ul>	<b>Due Assignment 1 – Qualitative Interview (group report): DUE Dec 1 by midnight</b>
Session 8: December 2 – Wednesday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>Chapter 11: Stage 3: Measurement Questions</li> </ul> <u>In-class Exercise:</u> <i>reliability vs validity &amp; types of scales</i>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>Chapter 12: Stage 3: Measurement Instruments</li> </ul> <u>Read:</u> <ul style="list-style-type: none"> <li><i>Explaining theoretical relationships in international business research</i></li> </ul>
Session 9: December 3 – Thursday <b>Zoom session: 2:00-4:00pm</b>	<u>In-class Exercise:</u> <i>Questionnaire design in Webropol</i>	<b>Due DRAFT Assignment 2 - Questionnaire (group): DUE Dec 4 BEFORE CLASS by 2pm (so we can review in group session)</b>
Session 10: December 4 – Friday <b>Zoom session with group breakouts: 2:00-6:30pm</b>	<b>GROUP SESSIONS WITH SUZANNE:</b> Group1: 2:00-2:30PM Group2: 2:30-3:00PM Group3: 3:00-3:30PM Group4: 3:30-4:00PM <b>(break for Suzanne)</b> Group5: 4:30-5:00PM Group6: 5:00-5:30PM Group7: 5:30-6:00PM Group8: 6:00-6:30PM	<b>Due Assignment 2 - Finalize questionnaire and start online data collection by Dec 4 midnight</b> <u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>Chapter 13: Stage 3: Collect, Prepare, and Examine Data</li> </ul>

Session 11: December 7 – Monday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>Chapter 14: Stage 4: Hypothesis Testing</li> </ul> <u>In-Class Exercise:</u> <i>Identify testable hypotheses from your group's codebook in breakout rooms</i>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li><b>Downloading data from Webropol</b></li> <li>Chapter 15: Stage 4: Measures of Association</li> </ul> <b>Data collection should be complete by next class session</b>
Session 12: December 8 – Tuesday <b>Zoom session: 2:00-4:00pm</b>  <b>4:00-6:15pm (individual group Zooms)</b>	Live Lecture: <ul style="list-style-type: none"> <li>SPSS basics</li> </ul> <p>I will do individual group meetings today and tomorrow. For the early sessions, I will work with groups who have complete data collection</p> <b>Session1: 4:00-4:45PM</b> <b>Session2: 4:45-5:30PM</b> <b>Session3: 5:30-6:15PM</b>	<b>Due: send Data file to Suzanne via email before your group session on Dec 9</b>
Session 13: December 9 – Wednesday <b>Zoom session with group breakouts: 2:00-6:15pm (individual group Zooms)</b>	<b>GROUP SESSIONS WITH SUZANNE (45 min):</b> <b>Session1: 2:00-2:45PM</b> <b>Session2: 2:45-3:30PM</b> <b>Session3: 3:30-4:15PM (break for Suzanne)</b> <b>Session4: 4:45-5:30PM</b> <b>Session5: 5:30-6:15PM</b>	<u>Watch</u> lecture video: <ul style="list-style-type: none"> <li>Chapter 16: Stage 5: Research Reports: Supported Insights and Recommendations (INCLUDES How to interpret SPSS)</li> </ul>
Session 14: December 10 – Thursday <b>Zoom session: 2:00-4:00pm</b>	Live Lecture: <ul style="list-style-type: none"> <li>SPSS advanced analyses</li> <li>Course Review</li> </ul>	<b>GROUP SESSIONS WITH SUZANNE if necessary: (times to be determined)</b>
Session 15: December 11 – Friday <b>Zoom TEST session: begins at 2:00pm</b>	<b>Exam #2</b> (all chapters covered + extra readings)	<b>Due Assignment 3 - Data Analysis (group) by Dec 11 midnight.</b>

Grading		
Course Requirements and Values		Weighting (%) or maximum points
Exam 1 (individual)		20%
Exam 2 (individual)		25%
Assignment 1 - Qualitative Interview (group)		15%
Assignment 2 - Questionnaire Design (group)		10%
Assignment 3 - Data Analysis (group)		20%
Participation (individual; assessed with Zoom participation and in-class exercises/short quizzes)		10%
Total		100
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 GUIDELINES

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).

ECTS Student Workload	
	Number of Hours
<b>Faculty-led engagement</b> (May include synchronous sessions and asynchronous interaction, eg viewing recorded lectures, distance teamwork and other peer interaction such as threaded discussions.):	<b>45</b>
<b>Self-study hours</b> (May include acquisition of content and assignment completion.):	<b>115</b>
Work with course materials, eg required reading	45
Exam preparation	20
Individual research & writing	25
Team projects (meetings, research, preparation, etc.)	25
<b>Total of all student workload hours</b>	<b>160</b>

### Academic Policy Statements

#### 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.

#### COURSE PARTICIPATION

A hallmark of the Mikkeli program is student engagement in the classroom, which for this course is an online learning space. Students are expected to participate actively in the

course and follow lectures and other presentations, whether synchronous (“live”) or asynchronous (recorded). Assignment deadlines will be enforced as for regular courses. As always, faculty will evaluate your achievement of the learning outcomes of the course through assessment methods approved by the program director. A passive approach to the course will negatively affect your grade. In practical terms, this means that the instructor for the course will take attendance in the synchronous sessions. **Any student who is absent for 25% or more of the synchronous sessions may be dropped from the course.** 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](mailto:mari.syvaoja@aalto.fi).

### CODES OF CONDUCT

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.