

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 ALTOBELLO is a marketing educator, researcher, consultant and an entrepreneur advisor/investor based in North Carolina, US. She is the William H. Belk Distinguished Chair of Business Administration and Professor of Marketing at University of North Carolina at Pembroke. 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 & 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. Her most recent academic research is in the area of influencer marketing and podcasting.</p>		
Email Address		
Altobello.research@gmail.com		
Office Hours		
M-Th 12h00-13h00 after in-person, class meetings. If this schedule interferes with other university activities (e.g., thesis workshops), alternate times can be arranged with professor.		
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.
- 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 anonymous statistical paper examples.

Course Schedule

Module 5 will be in-person with live class sessions every day from 9:00am – 12:00pm, with 2 15-minute breaks.

Session # and Date	Topic/s	Assignment/s
Session 1: Monday, November 22 9am-noon 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.	<ul style="list-style-type: none"> • Introduction to the course & the research process • Chapter 1 Research Foundations and Fundamentals • Chapter 2 The Research Process: An Overview 	READ <ul style="list-style-type: none"> - Chapter 1 - Chapter 2 - <i>Nothing is Quite so Practical as a Good Theory</i>
Session 2: Tuesday, November 23 9am-noon	<ul style="list-style-type: none"> • Chapter 3 Stage 1: Clarify the Research Question <p><u>In-class Exercise:</u> <i>Writing research questions</i></p>	READ <ul style="list-style-type: none"> - Chapter 3 - Chapter 4 - <i>Explaining theoretical relationships in international business research: Focusing on the arrows, NOT the boxes</i>
Session 3: Wednesday, November 24 9am-noon	<ul style="list-style-type: none"> • Chapter 4 Research Design: An Overview • Chapter 5 Sampling • Brief on Group project (assignments 1,2,3) <p><u>In-class Exercise:</u> <i>Develop sampling plans & practicing research design alternatives</i></p>	READ <ul style="list-style-type: none"> - Chapter 5 - Chapter 6 - <i>Building Theories from Case Study Research</i>
Session 4: Thursday, November 25 9am-noon	<ul style="list-style-type: none"> • Chapter 6 Qualitative research • Chapter 7 Stage 2: Data Collection Design: Observation Research <p><u>In-class Exercise:</u> <i>Groupwork interview questions</i></p>	READ <ul style="list-style-type: none"> - Chapter 5 <p>Due: Submit group interview questions for approval: Due Thursday Nov 25 by 15:00</p>
Session 5: Friday, November 26 9am-noon	<p><u>In-class Exercise:</u> <i>Groupwork qualitative project; coding qualitative research</i></p> <p>Exam #1 in class (Chapters 1-7)</p>	READ <ul style="list-style-type: none"> - Chapter 8 - Chapter 9

Session 6: Monday, November 29 9am-noon	<ul style="list-style-type: none"> Chapter 8 Stage 2: Data Collection Design: Experiments Chapter 9 Stage 2: Data Collection Design: Survey Research 	<p>READ</p> <ul style="list-style-type: none"> Chapter 10 Chapter 11 <p>Due Assignment 1 – Qualitative Interview written paper (group report): DUE Nov 29 by 23:55</p>
Session 7: Tuesday, November 30 9am-noon	<ul style="list-style-type: none"> Chapter 10: Stage 3: Measurement Foundations Chapter 11: Stage 3: Measurement Questions 	<p>READ</p> <ul style="list-style-type: none"> Chapter 12 <i>Explaining theoretical relationships in international business research</i>
Session 8: Wednesday, December 1 9am-noon <i>Extra time to makeup for Independence Day 1:00pm to 2:30pm</i>	<ul style="list-style-type: none"> Chapter 12: Stage 3: Measurement Instruments <p><u>In-class Exercise:</u> <i>Questionnaire design in Webropol</i></p>	<p>READ</p> <ul style="list-style-type: none"> Chapter 13
Session 9: Thursday, December 2 9am-noon <i>Extra hour to makeup for Independence Day 1:00pm to 2:30pm</i>	<ul style="list-style-type: none"> Chapter 13: Stage 3: Collect, Prepare, and Examine Data Guest Speaker <p><u>In-class Exercise:</u> <i>Creating Codebooks</i></p> <p>GROUP WORK on QUESTIONNAIRES</p>	<p>READ</p> <ul style="list-style-type: none"> Chapter 14 <p>Due Assignment 2 – Submit final questionnaire and start online data collection: DUE Dec 2 at 15:00</p>
Session 10: Friday, December 3 9am-noon	<ul style="list-style-type: none"> Chapter 14: Stage 4: Hypothesis Testing <p><u>In-Class Exercise:</u> <i>Identify testable hypotheses from your group's codebook</i></p>	<p>READ</p> <ul style="list-style-type: none"> Chapter 15
Monday, Dec 6	Independence Day	No course activities
Session 11: Tuesday, December 7 9am-noon 1:30-3pm SPSS (Group) SESSIONS	<ul style="list-style-type: none"> Chapter 15: Stage 4: Measures of Association SPSS basics 	<p>READ</p> <ul style="list-style-type: none"> <i>Example anonymous research papers</i>
Session 12: Wednesday, December 8 9am-noon 1:30-3pm SPSS (Group) SESSIONS	<ul style="list-style-type: none"> SPSS Data analysis 	
Session 13: Thursday, December 9 9am-noon	<ul style="list-style-type: none"> SPSS advanced analyses Course Review 	

Session 14: Friday, December 10 9am-noon	Exam #2 in class (all chapters covered + extra readings)	Due Assignment 3 - Data Analysis written paper (group) by Dec 10 at 23:55.
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Grading

Course Requirements	Weighting (%) or maximum points
Exam 1 (individual)	20%
Exam 2 (individual)	25%
Assignment 1 - Qualitative Interview written paper (group)	15%
Assignment 2 - Questionnaire Design (group)	10%
Assignment 3 - Data Analysis written paper (group)	20%
Participation (individual; assessed with general 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 STUDENT WORKLOAD

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):	48
Out-of-class hours:	112
Work with course materials, eg required reading	42
Exam preparation	20
Individual research & writing	25
Team projects (meetings, research, preparation, etc.)	25
Total of all student workload hours	160

ACADEMIC POLICY STATEMENTS

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.

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 (Fall 2021 Pilot)

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 (piloted in Fall 2021) 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.
- 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.
- 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**.
- 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.

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.

This new policy will be in use as a pilot process for the fall semester 2021 (Modules 1-5) and will be evaluated after that.