



Course and Examination Fact Sheet: Spring Semester 2021

8,200: Research in Management

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (50%)

Examination time: term time

Decentral - Written examination (50%, 60 mins.)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8,200,1.00 Research in Management](#) -- Englisch -- [Schmid Torsten](#) , [Laamanen Tomi](#)

Course information

Course prerequisites

Developing competence in research methods is like learning a language. It is best done progressively, combining readings, lectures and practical exercises. This course, therefore, requires your continuous engagement. You will not just learn research methods in the abstract, but design and apply them in practice. Prior experience in empirical research (such as, a Bachelor's thesis) is useful, but not mandatory to attend the course.

Learning objectives

The purpose of this course is to train and advance your skills in conducting, communicating and using state-of-science empirical studies in the context of strategic management.

At the end of this course, you will be able to:

1. Apply core concepts and principles of empirical research, including contemporary scientific standards and best practices.
2. Design an empirical study, integrating all relevant steps of a proper research design.
3. Use established research strategies and tools, relying on quantitative and/or qualitative approaches.

Course content

This course serves a dual purpose: It is a training course for your Master's thesis, intended to equip you with the necessary toolkit of empirical research designs and methods. The long-term goal is to prepare you for an increasingly research-driven and evidence-based management practice. A successful career in management today requires sophisticated skills in empirical research methods. Entrepreneurs and marketers use scientific methods to study the needs and wants of customers, such as predictive analytics, field experiments or consumer observation. Strategic planners analyze industries and competitors applying complex research tools, such as simulations or time series analyses of industries. Consultants convince clients and achieve thought leadership through case studies, surveys and hypothesis testing.

Course structure

A major goal of this course is to broaden your range of methodical approaches by building your competencies in both quantitative and qualitative approaches. The course is structured into seven input sessions with lectures and workshops. It closes with the exam:

Please note that the detailed outline will be provided during the course.

1. The **kickoff** provides an overview of the Master's thesis process and the course (in this session, student teams for the exam



will be formed!).

2. Three sessions cover **quantitative methods**, including exploratory and confirmatory methods.
3. You receive the first part of your oral exam assignment (applying quantitative methods).
4. Three sessions deal with **qualitative methods**, including case study and grounded theory.
5. You receive the second part of your oral exam assignment (applying qualitative methods).
6. In the final class sessions, student teams **present** their empirical assignments (**oral exam**) as part of a "mini-conference".
7. The **written exam** will be held at the end of the term.

Course literature

In this course, you will be required to read a highly selective number of texts that we consider excellent readings. These readings will include:

1. Text book chapters, tutorial videos and papers on research methods, covering (a) general introductions to quantitative and qualitative research, (b) specific research approaches, and (c) research tools.
2. Exemplar papers from top-tier, international journals.

Please note that the detailed bibliography will be provided at the start of the course. If you would like to receive preliminary readings prior to the course, we can provide those on request via E-Mail (see our contact details below).

Additional course information

- The course is conducted entirely online via the platform Zoom.
- The recordings of the course will be available for 30 consecutive days after each session.
- The presentations are conducted online and are being recorded.
- The written examination is planned to be held in a physical face-to-face setting on campus.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2021, the course information listed above will be changed as follows:

- The written examination (50%) will be adapted for online completion.
- The examination modality of the written examination would be changed to open-book.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (50%)

Examination time: term time

Remark

Oral presentation incl. written course work

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English



Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Written examination (50%, 60 mins.)

Examination time: term time

Remark

The written exam will be held online.

Examination-aid rule

Open Book

Students are free to choose aids but will have to comply with the following restrictions:

- All the pocket calculators that are not of the Texas Instruments TI-30 series are explicitly inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as electronic dictionaries, notebooks, tablets, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

None

Examination languages

Question language: English

Answer language: English

Examination content

- The **oral exam** (50%, team work and presentation during the term) consists of practicing empirical research and reflecting on this experience. The oral exam will be realized in teams (to be formed in the first session). Teams receive assignments for empirical research. They will produce a research report in the form of a presentation. In the final session, teams will present and/or discuss their research based on this report.
- The **written exam** (50%, individual exam at the end of the term) will test your knowledge of quantitative and qualitative methods, including the application of these methods (e.g., you have to interpret the results of a study or assess a research design).

Examination relevant literature

Exams will be based on lectures, assignments and mandatory readings. Please note that we will define the final list of mandatory readings in the course.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 28 January 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 14 (Thursday, 8 April 2021).