



Course and Examination Fact Sheet: Spring Semester 2022

8,200: Research in Management

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time

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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. As a core element, you will design and apply research methods 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 and indications of the learning and teaching design

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 several input sessions with lectures and workshops. It closes with the exam.

Please note that the detailed outline will be provided during the course. This includes that we may block sessions to support a more interactive and integrated learning experience.



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".

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

We will hold the kickoff online, but plan to do the rest of the course in class. In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, the course information listed above will be changed as follows:

- We will shift to a full online format, including the two oral exams at the end of the course.
- In this case, the sessions and the exams will also be recorded via Zoom. The sessions will be made available to students.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and



bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.

Supplementary aids

None

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

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Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

The ability to conduct empirical business research can best be developed and tested through practical, empirical work. Therefore, the exam will contain **two empirical projects to be conducted during the course and presented in class at the end of the course.**

- Each exam part will be weighted with 50% of your grade.
- One part will focus on quantitative methods, the second part on qualitative methods.
- 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.

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, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).