Syllabus
SIC 5121 Business Research
Prof. Dr. Frauke Sander
Winter term 2023/24

Level	Master
Credits	1
Student Contact Hours	15 h
Workload	30 h (15 contact hours / 15 h self-study time)
Prerequisites	Attendance and active class participation is critical (Passed certificate cannot be issued when classes are missed)
Time	Monday, 08.01.: 13.45 – 18.45 (W4.1.06) Monday, 15.01.: 13.45 – 18.45 (W4.1.06) Wednesday, 17.01.: 9.45 – 15.15 (W4.1.06)
Room	See above
Start Date	08.01.2024

Lecturer(s)		
	Name	Prof. Dr. Frauke Sander
	Office	W2.4.16
	Virtual Office	Alfaview Office Prof. Sander
	Office Hours	Please contact me via mail
	Phone	+ 49 (0)7231 28-6637
	Email	frauke.sander@hs-pforzheim.de

Summary (optional)

Business research takes many different forms, is relevant in various situations and a regular pre-requisite to making informed decisions. That makes it even more important to approach research tasks in a structured and goal-oriented manner.

This course therefore aims at enabling students to manage business research tasks effectively and efficiently: we will discuss on how to get to a well-defined research question, how to use common methods of qualitative research and analysis techniques to gather information and finally how to summarize findings in a convincing report.

Outline of the Course

1   Defining the research question

2   Conducting secondary / desk research

3   Conducting primary research

4   Structuring results

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
	After completion of the program the students will be able…	After completion of the course the students will be able…	Term Paper	Term Paper	Term Paper
			%	%	%
			Collective	Collective	Individual
2	**Creative Problem Solving Skills in a Complex Business Environment**				
2.1	... to identify & classify problems.	… to analyze complex business situations, use issue trees to structure problems and the pyramid principle in result presentations.	Homework paper 1 (Market analysis Issue tree)		Homework paper 3 (Analysis results presentation)
2.2	... to analyze problems.				
2.3	... to creatively solve problems.				
2.4	… to explain problems and their solutions in a comprehensive manner.				
3	**Applied research skills**				
3.1	... to know the research and analysis methods important in his/her field of study.	…to efficiently and effectively apply various research techniques (primary and secondary research) to solve business research tasks. …develop interview questionnaires and guidelines and conduct expert/ customer interviews.	Homework paper 1 (Market analysis Issue tree)	Homework paper 2 (Expert interview guideline)	Homework paper 3 (Analysis results presentation)
3.2	… to appropriately apply the research and analysis methods.				
3.3	… to obtain innovative results using relevant research methods.				

Teaching and Learning Approach

The course is organized as a lecture, but throughout the course special emphasis is put on discussion and interaction with the students as well as exercises and case studies. This application-oriented approach should foster the transfer of concepts and methods learned to 'real-world' research situations the students are confronted with.

Literature and Course Materials

- Lune, H. / Berg, B.L. (2017): *Qualitative Research Methods for the Social Sciences*, Pearson, 9th ed.

- Minto, B. (2008): *The Pyramid Principle: Logic in Writing and Thinking*, Financial Times Series.

- Zelany, G. (2006): *The say it with Charts Complete Toolkit*, McGrawHill.

The course materials will be distributed to the students on the e-learning platform.

Assessment

The course will be graded "passed" or "not passed". In order to pass the course not only regular attendance, but active participation is required in the lectures. In addition, three homework papers have to be handed in, all of which have to be marked with a "passed" individually.