

Modul-Nr./ Module Code	INNOM1500
Modulbezeichnung / Name of Module	Academic Research & Writing
Semester	2 nd
Dauer des Moduls / Length of Module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory subject
Ggfs. Lehrveranstaltungen des Moduls / if applicable: Sub-module	-
Häufigkeit des Angebots des Moduls / The module is provided	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Other business related degree programs
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Natascha Loebnitz
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Natascha Loebnitz
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	6
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	180 hours (116 self-study; 64 contact time)
SWS / Contact hours per week	4
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Type of assessment (Requirements for awarding credit points)	Project work with a documentation (6.000 words) and presentation (ca. 20 minutes)
Gewichtung der Note in der Gesamtnote / Percentage of overall mark	11,11 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. to structure a scientific paper and write concise, clearly structured, consistently using scientific language, 2. properly define a research problem and hypothesis, 3. develop and choose an appropriate method that efficiently gathers necessary information, 4. choose the right sampling procedure, 5. analyze the data using the state-of-the-art methods 6. evaluate the research outcome correctly, which helps them to make smart and fact-based decision making.

<p>Inhalte des Moduls / Syllabus</p>	<p>The module aims to provide the students with the necessary skills to correctly conduct a research study, and evaluate the findings from the corresponding study. Emphasis is given to the quantitative aspect of research, practical data analysis, and the interpretation of research result. The topics covered in the course includes scientific writing and citing techniques, research process and methods, research design, and sampling schemes.</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching methods of the module</p>	<p>The module consists of lectures, exercises, and individual writing consultations.</p> <ul style="list-style-type: none"> • The lectures explain the research process and empirical methods (qualitative and quantitative), scientific writing and citing techniques, structure of research papers, as well as the evaluation criteria for scientific publications. • The exercises provide the students the opportunity to apply the theory covered in the lecture part to research problem, which includes hypothesis development, method development, data collection, data entry and data analysis. • Feedback on submitted drafts will be provided in individual writing consultations.
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) / Special Features</p>	<p>Slides, textbooks, exercise on data analysis, (self)-study of literature is part of the module</p>
<p>Literatur / Literature (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p>TBA</p>