Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

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Syllabus
Course description

Course title	Research Coaching Lab
Course code	27207
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester 2017/2018
Year	1
Credits	1
Modular	No

Total lecturing hours	9
Total lab hours	-
Attendance	Required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/

Specific educational objectives	The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship and Innovation.
	Research Coaching Lab aims to provide an overview of how to systematically investigate a phonomenon in order to reveal new information about it or understand it better, with a particular emphasis on research methods. Choosing the appropriate research method and methodology is a key step in obtaining accurate results.
	This course provides students with theoretical frameworks and practical tools to build a basic understanding of how to conduct research, and manage the unique challenges and dilemmas associated with research process. Moreover, it examines a wide range of research methodologies, both qualitative and quantitative, with reference to their philosophical base and practical application in entrepreneurship, innovation, management, economics and finance. Topics covered include research strategies and tips for literature review, univariate and multivariate statistics techniques, survivorship bias, endogeneity and sample selection problems.
	This course will be of benefit to those students who are expected to undertake their final master's thesis in the near future, and/or might be associated with applied research in a professional capacity through such roles as research assistant, doctoral student or even independent

	consultant.
Lecturer	**Alfredo De Massis** Office E 512 b Alfredo.Demassis@unibz.it, tel. 0471 013301
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page https://www.unibz.it/en/faculties/economics-management/academic-staff/person/37012-alfredo-de-massis
Lecturing assistant	Ivan Miroshnychenko
Teaching assistant	Not foreseen
Office hours	
List of topics covered	From topic to research problem: Conducting a literature review General overview of research strategies Data collection and variable construction techniques Applied univariate and multivariate statistical analysis
Teaching format	Frontal lectures and in-class discussions

Learning outcomes	Knowledge and understanding • Appreciate and understand the "scientific method" and the role of research methods • Understand the challenges of data collection process and different variable construction techniques • Understand main advantages and common pitfalls in applied statistical analysis Applying knowledge and understanding • Understand key steps in designing research projects • Appreciate and understand a range of qualitative and quantitative research methods • Understand the appropriate application of specific methodologies Making judgments • Make judgements about planning and execution of a research project • Identify possible theoretical frameworks and hypotheses that can be tested • Make judgments about available data sources and potential techniques of data analysis Communication skills • Develop communication skills for presenting and discussing research projects

	Learning skills - Enable students to critically evaluate existent research projects - Enable students to understand the appropriate application of specific methodologies
Assessment	- Coursework: During the course students will be given a research thesis or research proposal that they will assess and present in written form by the end of the course. - In-class discussions: Students will be asked occasionally to comment on their assigned readings in class. *NOTE: Coursework is valid for 1 academic year and cannot be carried over beyond that time-frame.*
Assessment language	English
Evaluation criteria and criteria for awarding marks	90% Coursework 10% In-class discussions The coursework consists of the analysis and discussion of an existing research project. Research projects will be assigned by the lecturer and presented during the final seminar. The coursework is expected to be based on theoretical concepts covered in class and the extant literature. It is relevant for coursework: ability to evaluate and critically discuss existent research projects in terms of their research aims, data sources used and empirical methodologies adopted, presentation and discussion of findings, contribution to theory and practice and originality.
Required readings	Recommended texts and notes will be provided at the end of each lecture, and included in the lecture slides. Moreover, a list of selected resources on research methods in the form of books, book chapters and academic papers will be made available in the initial lecture. Below is a list of some of the most recommended readings, which serves as a general guide. Antonakis, J., Bendahan, S., Jacquart, P., Lalive, R. 2010. On making causal claims: A review and recommendations. Leadership Quarterly, 21(6), pp. 1086–1120. Bell, J. 1993. Doing your Research Project: A Guide for First Time Researchers in Education and Social Science.

Formatted: English (United States)

Buckingham: Open University Press.

Baum, C. F., Schaffer, M. E., Stillman, S. 2011. Using STATA for applied research: Reviewing its capabilities. Journal of Economic Surveys, 25(2), pp. 380-394.

Bansal, P., Corley, K. 2012. Publishing in AMJ - Part 7: What's different about qualitative research? Academy of Management Journal, 55(3), pp. 509-513.

Bettis, R., Gambardella, A., Helfat, C., Mitchell, W. 2014. Quantitative empirical analysis in strategic management. Strategic Management Journal, 35, pp. 949-953.

Colquitt, J.A., George, G. 2011. Publishing in AMJ - Part 1: A topic choice. Academy of Management Journal, 54(3), pp. 432-435.

De Massis, A., Frattini, F., Lichtenthaler, U. 2012. Research on Technological Innovation in Family Firms: Present Debates and Future Directions. Family Business Review, 1–22.

Long, J.S., Ervin, L.H., 2000. Using Heteroscedasticity Consistent Standard Errors in the Linear Regression Model. American Statistician, 54, pp. 217-224.

Molina-Azorin, J.F. 2012. Mixed methods research in Strategic Management: Impact and Implications. Organizational Research Methods, 15(1), pp. 33-56.

Puhani, P. A., 2000. The Heckman Correction for Sample Selection and Its Critique. Journal of Economic Surveys, 14, pp. 53–68.

Rohleder, M., Scholz, H., Wilkens, M. 2011. Survivorship bias and mutual fund performance: Relevance, significance, and methodical differences. Review of Finance, 15(2), pp. 441–474.

Stock, J.H., Watson., M.W. 2007. Introduction to econometrics, 2nd ed., Boston: Pearson Addison Wesley.

Semadeni, M., Withers, M.C., Certo, T.S., 2014. The perils of endogeneity and instrumental variables in strategy research: Understanding through simulations. Strategic Management Journal, 35, pp. 1070-1079.

Webster, J., Watson, R. T. 2002. Analyzing the Past to Prepare for the Future: Writing a Literature Review. MIS Quarterly, 26(2), pp. 13-23.

Supplementary readings	Supplementary readings will be distributed and

	recommended to the students. The suggested reading list will be regularly updated.