

Syllabus

Course description

Course title	Research Coaching Lab
Course code	27248
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester 2019/2020
Year	1
Credits	2
Modular	No
Total lecturing hours	18
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	<p>The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship and Innovation.</p> <p>Research Coaching Lab aims to provide an overview of how to systematically investigate a phenomenon in order to reveal new information about it or understand it better, with a particular emphasis on research methods. Choosing the appropriate research methodology and method is a key step in obtaining accurate results.</p> <p>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 suggestions about conducting a research and writing a thesis, research strategies and tips for literature review, best practices on how to conduct a survey data collection, univariate and multivariate statistics techniques, survivorship bias, endogeneity and sample selection problems, case study approach.</p> <p>This course will be of benefit to those students who are</p>

	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 Miroshnychenko Ivan Office NOI Techpark Ivan.Miroshnychenko@unibz.it, tel. 0471 013023
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	Not foreseen
Teaching assistant	Not foreseen
Office hours	6
List of topics covered	Conducting a research and writing a thesis Writing a literature review General overview of research strategies Quantitative research: survey data collection; data collection from secondary sources; variable construction techniques; applied univariate and multivariate statistical analysis Qualitative research: case study
Teaching format	Frontal lectures and in-class discussions
Learning outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> • 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 <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> • Understand key steps in designing research projects and writing a thesis • Appreciate and understand a range of qualitative and quantitative research methods • Understand the appropriate application of specific

	<p>methodologies</p> <p>Making judgments</p> <ul style="list-style-type: none"> • Make judgements about planning and execution of a research project and writing a thesis • Identify possible theoretical frameworks and hypotheses that can be tested • Make judgments about available data sources and potential techniques of data analysis <p>Learning skills</p> <ul style="list-style-type: none"> • Enable students to critically evaluate existent research projects • Enable students to understand the appropriate application of specific methodologies
Assessment	<ul style="list-style-type: none"> • Written exam: Students will be given a research thesis to be assessed and discussed in written form. • In-class discussions: Students will be asked occasionally to comment on their assigned readings in class.
Assessment language Evaluation criteria and criteria for awarding marks	<p>English</p> <p>90% Written exam 10% In-class discussions</p> <p>The written exam consists of critical assessment of an existing research thesis. Research theses will be assigned by the lecturer one week before the written exam and have to be read in advance. The written exam is expected to be based on theoretical concepts covered in class and the extant literature.</p> <p>It is relevant for coursework: ability to evaluate and critically discuss existent research theses in terms of their structure, research aims, literature review methodology, research methodology, presentation and discussion of findings, contribution to theory and practice and originality.</p>
Required readings	<p>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. Course material will be uploaded on the course page on Reserve Collections.</p>

- Antonakis, J., Bendahan, S., Jacquart, P., Lalivé, 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. 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., Lichtenhaler, 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.

	<p>Strategic Management Journal, 35, pp. 1070-1079.</p> <p>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.</p>
Supplementary readings	Supplementary readings will be distributed and recommended to the students. The suggested reading list will be regularly updated.