Syllabus
Course description

Course title	**Research Coaching LAB**
Course code	27257
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester 2020/2021
Year	optional
Credits	3
Modular	No

Total lecturing hours	18
Total lab hours	-
Attendance	Not foreseen
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.
	The Research Coaching Lab is a distance learning course that aims to provide an overview of how to systematically investigate a phenomenon in order to reveal new information about it or understand it better. Particular emphasis is placed on the research methods that can be useful to conduct a research project and write a thesis. Indeed, choosing the appropriate research method and methodology is a key step in obtaining accurate results.
	This course provides students with theoretical knowledge and practical tools on how to conduct research, and manage the unique challenges and dilemmas associated with research projects. In so doing, it deals with both quantitative and qualitative approaches. Topics covered include detailed guidelines on how to design and structure a thesis, research strategies and tips for writing a literature review, and an overview of the main quantitative and qualitative methodologies apt to collect and analyze data.
	This course is beneficial 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 in roles such as

	research assistants, doctoral students or even independent consultants.
Lecturer	**Paola Rovelli** Office NOI Techpark Paola.Rovelli@unibz.it tel. 0471 013022
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/it/faculties/economics-management/academic-staff/person/38337-paola-rovelli
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	6
List of topics covered	The course is divided in 3 modules: A. Conducting research and writing a thesis; B. Writing a literature review; C. Choosing among alternative research methodologies. In Module C, quantitative (survey data collection, use of databases, and data analysis) and qualitative research methods are presented.
Teaching format	Distance learning course with slides, video lectures and optional readings made available through TEAMS and project work

Learning outcomes	<u>Knowledge and understanding</u> • Appreciate and understand the "scientific method" and the role of research methods • Understand the challenges of data collection process and analysis • Understand main advantages and common pitfalls of qualitative and quantitative research methods <u>Applying knowledge and understanding</u> • Understand key steps in designing research projects and writing theses • Appreciate and understand a range of qualitative and quantitative research methods • Understand the appropriate application of specific research methods <u>Making judgments</u> • 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 research methods

Assessment	Students are evaluated based on a "take home exam" in the form of a project work. The project work consists in the design of a (small) research project on a topic of interest for the student, which could be the same of the thesis that the student is already developing or planning to develop. In so doing, this project work could be intended as the first step of the student's thesis project. Students must prepare a PDF presentation following the guidelines provided by the Professor. The presentation must be delivered on the day of the exam, uploading it on a dedicated TEAMS folder.
Assessment language	English
Evaluation criteria and criteria for awarding marks	100% Take home exam It is relevant that the student demonstrates to be able to correctly apply the concepts and best practices presented during the course, especially with respect to structuring the research project, defining the boundaries of a literature review, and identifying the most appropriate qualitative or qualitative research method.

Required readings	Readings will be provided in the lecture slides and on TEAMS.
Supplementary readings	Supplementary readings will be eventually recommended to the students on the TEAMS page of the course.