

## Syllabus

### Course description

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| <b>Course title</b>               | <b>Research Coaching LAB</b>           |
| <b>Course code</b>                | 25567                                  |
| <b>Scientific sector</b>          | ECON-07/A (former SECS-P/08)           |
| <b>Degree</b>                     | Master Entrepreneurship and Innovation |
| <b>Semester and academic year</b> | 2nd semester 2025/2026                 |
| <b>Year</b>                       | 1                                      |
| <b>Credits</b>                    | 2                                      |
| <b>Modular</b>                    | No                                     |

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| <b>Total lecturing hours</b> | 18                                                                                      |
| <b>Total lab hours</b>       | -                                                                                       |
| <b>Attendance</b>            | Mandatory (at least 75% required)                                                       |
| <b>Prerequisites</b>         | Not foreseen                                                                            |
| <b>Course page</b>           | <a href="#">Course Offering - Enrolled from 2025 / Free University of Bozen-Bolzano</a> |

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| <b>Specific educational objectives</b> | <p>The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship and Innovation.</p> <p>The Research Coaching LAB aims to provide an overview of how to systematically investigate a phenomenon to reveal new information about it or understand it better. Particular emphasis is placed on the research methods that can be useful for conducting a research project and writing a thesis. Indeed, choosing the appropriate research method and methodology is a key step in obtaining accurate results.</p> <p>This course provides students with theoretical knowledge and practical tools for conducting research and managing 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 analyse data.</p> <p>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</p> |
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|                                          | research assistants, doctoral students or even independent consultants.                                                                                                                                                                                                                                                    |
| <b>Lecturer</b>                          | <b>Paola Rovelli</b><br>Office NOI Techpark / unibz E5.10B<br>Paola.Rovelli@unibz.it<br>tel. 0471 013022                                                                                                                                                                                                                   |
| <b>Scientific sector of the lecturer</b> | ECON-07/A (former SECS-P/08)                                                                                                                                                                                                                                                                                               |
| <b>Teaching language</b>                 | English                                                                                                                                                                                                                                                                                                                    |
| <b>Office hours</b>                      | From Monday to Friday on request, upon pre-arrangement by email.                                                                                                                                                                                                                                                           |
| <b>Lecturing assistant</b>               | Not foreseen                                                                                                                                                                                                                                                                                                               |
| <b>Teaching assistant</b>                | Not foreseen                                                                                                                                                                                                                                                                                                               |
| <b>Office hours</b>                      | 6                                                                                                                                                                                                                                                                                                                          |
| <b>List of topics covered</b>            | The course is divided in 3 modules:<br>A. Conducting research and writing a thesis;<br>B. Writing a literature review;<br>C. Choosing among alternative research methodologies.<br>In Module C, quantitative (survey data collection, use of databases, and data analysis) and qualitative research methods are presented. |
| <b>Teaching format</b>                   | Frontal lectures and project work                                                                                                                                                                                                                                                                                          |

  

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| <b>Learning outcomes</b> | <p><u>Knowledge and understanding</u></p> <ul style="list-style-type: none"> <li>• Appreciate and understand the "scientific method" and the role of research methods</li> <li>• Understand the challenges of data collection process and analysis</li> <li>• Understand main advantages and common pitfalls of qualitative and quantitative research methods</li> </ul> <p><u>Applying knowledge and understanding</u></p> <ul style="list-style-type: none"> <li>• Understand key steps in designing research projects and writing theses</li> <li>• Appreciate and understand a range of qualitative and quantitative research methods</li> <li>• Understand the appropriate application of specific research methods</li> </ul> <p><u>Making judgments</u></p> <ul style="list-style-type: none"> <li>• Make judgements about planning and execution of a research project</li> <li>• Identify possible theoretical frameworks and hypotheses that can be tested</li> <li>• Make judgments about available data sources and potential techniques of data analysis</li> </ul> <p><u>Communication skills</u></p> <ul style="list-style-type: none"> <li>• Develop communication skills for presenting and discussing research projects</li> </ul> |
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|                                                            | <u>Learning skills</u> <ul style="list-style-type: none"> <li>• Enable students to critically evaluate existent research projects</li> <li>• Enable students to understand the appropriate application of specific research methods</li> </ul>                                                                                                                                                                                                                                                                                                                          |
| <b>Assessment</b>                                          | <p>Students are evaluated based on a project work, which consists of the design of a (small) research project on a topic of interest for the student. The student has to design the research project individually according to the concepts and best practices presented during the course. The student has time to work on the project during the course (in-class activity). On the day of the exam, the student has to deliver a written report on the project work.</p> <p>Students attending less than 75% of the lectures will automatically fail the course.</p> |
| <b>Assessment language</b>                                 | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Evaluation criteria and criteria for awarding marks</b> | <p>100% Project work</p> <p>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 quantitative or qualitative research method.</p>                                                                                                                                                                                                  |
| <b>Required readings</b>                                   | Readings will be provided in the lecture slides and on TEAMS.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Supplementary readings</b>                              | Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |