



Business in Society (Joint Research Master's programme)

VU University Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - M Business in Society (res) (jd) - 2015-2016

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First year Business in Society

Programme components:

- M BIS - Specialization Seminars

Courses:

Name	Period	Credits	Code
Business in Society	Period 2	6.0	E_BIS_BIS
Business Theories in Perspectives	Period 1	9.0	E_BIS_BTP
Interdisciplinary Project "Business in Society" I (Developing Skills for Theoretical Research)	Period 3	6.0	E_BIS_IPBS1
Interdisciplinary Project "Business in Society" II (Developing Skills for Empirical Research)	Period 6	6.0	E_BIS_IPBS2
Philosophy of Science for Business Administration	Period 1	3.0	E_BIS_PSBA
Qualitative Research Methods in Business Administration	Period 5	6.0	E_BIS_QLRMBA
Quantitative Research Methods in Business Administration	Period 5	6.0	E_BIS_QNRMBA
Research Internship I	Period 4	6.0	E_BIS_RI1
Research Methods in Business Administration	Period 4	6.0	E_BIS_RMBA

M BIS - Specialization Seminars

Courses:

Name	Period	Credits	Code
Specialization Seminars in Accounting	Period 2	6.0	E_BIS_SSA
Specialization Seminars in Marketing	Period 2	6.0	E_BIS_SSM
Specialization Seminars in Strategy	Period 2	6.0	E_BIS_SSS

Second year Business in Society

Business in Society

Course code	E_BIS_BIS ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	D.A. Waeger
Examinator	D.A. Waeger
Teaching staff	dr. A.E. Kourula
Teaching method(s)	Lecture
Level	400

Course objective

Upon successful completion of the course students are able to:

- Understand and evaluate the foundations and recent advances in the literature on social issues in management and organizations and the natural environment, forming a basis for the students' consequent contributions to the academic literature;
- Explain, debate and criticize leading concepts and theories within the field of business in society;
- Relate these multidisciplinary concepts and theories to knowledge from other fields such as strategic management, organization theory, and international business;
- Creatively and empirically analyze complex international issues and problems in the field of business in society, and apply learned concepts and theories to social and environmental issues that companies face;
- Formulate, articulate and communicate well-balanced judgments verbally and in writing.

Course content

The course provides a broad overview of the key theories, approaches and practices related to business in society. It is organized in six sessions. The first sessions are dedicated to providing overviews of the research field. In later sessions we will cover key themes within the field of business in society, and we will explore how a select set of traditional organizational theories are applied to shed light on issues relevant to business in society.

Form of tuition

Weekly: one four-hour lecture per week for six weeks.

The course is organized in a reading group format. In the first part of the session, students present the articles for the day and lead the discussion on these articles. Prior to class, students send overviews of the articles. In the second part of the lecture students present assignments related to the topic of the day.

Type of assessment

Assessment:

The final grade consists of:

- Individual examination (written, open questions, closed book):

60%

- Weekly individual / group assignments: 40%

Conditions to pass the course:

- The score for the individual examination must be 5.5 or higher.
- Attendance is mandatory to at least 5 of the 6 sessions.
- Students who miss more than one class will not be allowed to take the exam.

Resit:

- In the case of a resit only the exam can be retaken.
- Results obtained for the assignment will remain valid for the resit.

Course reading

Course material consists of about six readings for each of the six sessions. Links to course material is available on the Blackboard site of the course.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Main costs are costs related to for example printing, cases, and copying costs.

Business Theories in Perspectives

Course code	E_BIS_BTP ()
Period	Period 1
Credits	9.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	prof. dr. S.N. Khapova
Examinator	prof. dr. S.N. Khapova
Teaching method(s)	Lecture
Level	400

Course objective

After successful completion of the course, students will:

- 1) Possess the basic academic knowledge of, and insight into, the foundations of, and recent advancements in, business administration
- 2) Have started developing the ability to critically analyze and evaluate business theories in writing, as well as verbally
- 3) Have started developing the ability to communicate in writing and verbally about theories in business administration with fellow students and researchers.

Course content

This foundational course aims to provide students with an advanced working knowledge of leading theories applied in the various subfields

within business research. It is structured to include both macro and micro level theories, which will help students to better understand, as well as to make the connections necessary for development of new directions in, business research. As one of the first courses in the programme, it is also designed to develop students' background in business studies.

The course is structured in three sub-modules of two weeks each. One module addresses theories based in sociology (e.g., institutional theory, organizational ecology, and network theory). Another module introduces the key theories in business studies that have their roots in psychology (e.g., theories of motivation, emotions). And one module covers the key theories coming from economics (e.g., agency theory, transaction cost theories, evolutionary economics).

Form of tuition

Weekly: Two 3-hour lectures per week. Each lecture will (a) introduce a theory or a set of related theories, (b) place it in a historical perspective, and (c) discuss recent utilization of the theory or set of theories in business studies.

Type of assessment

Students knowledge will be assessed based on:

- Individual, three-hour, exam (50% of the grade)
- Critical individual essay on a selected theory (30%)
- Individual diary-inputs on assigned reading material, prepared for each lecture (20%)

Conditions to pass the course:

The score for the individual examination, and the final grade, must be 5.5 or higher.

Attendance is mandatory. Students who miss more than one class will not be allowed to take the exam.

Resit:

In the case of a resit only the exam can be retaken;

Results obtained for the assignment and participation in class will remain valid.

Course reading

List of articles will be announced via Blackboard, and students are expected to come prepared.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Interdisciplinary Project "Business in Society" I (Developing Skills for Theoretical Research)

Course code	E_BIS_IPBS1 ()
Period	Period 3
Credits	6.0
Language of tuition	English

Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. ing. F.M. Bridoux
Examinator	dr. ing. F.M. Bridoux
Teaching method(s)	Lecture
Level	400

Course objective

Upon having successfully passed this course, students

- Have acquired knowledge of the process of conducting conceptual research
- Have developed their ability to conceive of a research project that that addresses a question concerned with contemporary business and society issues (i.e., formulate a relevant research question for their conceptual paper)
- Have improved further their ability to critically analyze and evaluate existing theories in order to identify an interesting gap in the literature that justifies the interest in studying the research question driving the conceptual paper.
- Have started acquiring the ability to synthesize the existing literature (i.e., reviewing the literature) and to integrate existing knowledge to produce novel insights (i.e., in the form of original propositions supported by an integration of different ideas from the existing literature).
- Have started acquiring the ability to integrate feedback from others to improve their project
- Have improved further their skills at communicating their ideas with their peers and academics at the VU and UvA both in writing and orally
- Have started developing an independent, academic and critical attitude and way of working.
- Will have attained in-depth knowledge of the contemporary issue in business and society that they will have researched

Course content

This course involves 4 weeks of work on a theoretical research project.

During this period, teams of 2 students work toward proposing a fresh theory (model with propositions) which helps to better understand the contemporary issue and builds on a review of the relevant literature.

This course will give the opportunity to students to apply what they have learned in the courses Business Theories in Perspective, Philosophy of Science, Business in Society and the Specialization Seminar(s).

In class activities aim at improving the students' research skills including, among others, how to craft a theoretical contribution, how to review the literature, and how to write for a scholarly audience and present scientific work. These discussions around research skills will be based on sharing experience with the students and accompanied by detailed feedback on students' team project so that students can learn by putting the knowledge immediately in practice in their team project.

The deliverables of the course include: a paper, and a mini course-conference, during which teams of students will present their work to peer students and faculty members of VU and UvA.

Form of tuition

Weekly: one three-hour workshop + appointments with the teacher for individual feedback

Type of assessment

The final grade consists of:

- A written paper (60%);
- A presentation of the paper graded individually (40%).

Resit:

In the case of a resit only the written paper can be submitted and graded again (no new presentation opportunity will be organized);

Conditions to pass the course:

Attendance is mandatory. Student who miss more than one class will not pass the course.

All partial grades and the final grade should be a 5.5 or higher.

Course reading

Course material is available on the Blackboard site of the course

Main costs are costs related to printing and copying costs.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Interdisciplinary Project "Business in Society" II (Developing Skills for Empirical Research)

Course code	E_BIS_IPBS2 ()
Period	Period 6
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Teaching method(s)	Lecture
Level	400

Course objective

Upon having successfully passed this course, students

- Have acquired further knowledge of the process of conducting empirical research
- Have further developed their ability to conceive of an empirical research project
- Have started developing their ability to carry out an empirical research project
- Have further developed their ability to justify the use of specific empirical methods in writing
- Have started developing the ability to improve their work on the basis of feedback
- Have improved further their skills at communicating about research methods with their peers and academics
- Have started developing their skills at communicating about the

process of doing research

- Have started developing the ability to reflect on their own learning process

Course content

This course involves 4 weeks of work on an empirical research project.

During this period, teams of 2 students collect and/or analyze qualitative or quantitative data/information around a central research question and report their findings in the form of an empirical paper.

This project will give the opportunity to students to apply what they have learned in the first-year courses of the research master and in particular in the research methods courses. Students will start preparing for this empirical research project in drafting a proposal in the course Research Methods in Business Administration.

In class activities aim at improving the students' research skills including, among others, how to collect data effectively, and how to report and discuss empirical findings. These discussions around research skills will be based on sharing experience with the students and accompanied by detailed feedback on students' team project so that students can learn by putting the knowledge immediately in practice in their team project.

Form of tuition

Weekly: one three-hour workshop + appointments with the teacher for individual feedback per team.

Type of assessment

The final grade consists of:

- A written group report of the empirical research carried out and its results in the form of an empirical paper (70%);
- An individual reflection paper in which students reflect on the process of doing empirical research, on their learning, and on working with a co-author (30%).

Conditions to pass the course:

Attendance is mandatory. Student who miss more than one class will not pass the course.

Course reading

Course material is available on the Blackboard site of the course

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Philosophy of Science for Business Administration

Course code	E_BIS_PSBA ()
Period	Period 1
Credits	3.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. C.M.J. Wickert
Examinator	dr. C.M.J. Wickert

Teaching method(s)	Lecture
Level	400

Course objective

Upon successful completion of this course, students will

- Know the key concepts and problems in the philosophy of science.
- Have developed the capacity to critically evaluate and defend concepts and approaches in management and organization theory with regards to fundamental problems in the philosophy of science.
- Have started developing their capacity to employ the different research traditions in their own research projects.

Course content

This course aims to explore questions in the philosophy of science and to discuss them in relation to examples from different areas of business studies, with a particular focus given on understanding differences and similarities of the positivistic, interpretative, and critical approaches to management research. Among the key questions addressed and discussed within the course are: What is science? How do we decide what is scientific and what is not? How can we demarcate science from other activities? What are the ontological foundations, goals and epistemological interests of different scientific paradigms? What are the philosophical problems that are particular to business research? Can science be objective and value-free? What are implications for theory development?

Form of tuition

Weekly: a 2 hour session during 6 weeks of interactive lecture and discussion including student team presentations. Students need to come prepared.

Type of assessment

- Individual essays (6) written by students based on the literature (40%)
- Presentation (1 per team during entire course) of different articles in groups (team size depending on class size) (10%)
- Final assignment (individual essay) (30%)
- Participation in class (20%)

Conditions to pass the course

- The score for each individual essay, as well as the other assignments, must be 5.5 or higher, and the final grade is the average of all essays, and must be higher than 5.5.
- Attendance is mandatory. Students who miss more than one class will not pass the course.

Resit:

- In the case of a resit only the individual assignments can be retaken;
- Results obtained for the group presentations will remain valid.

Course reading

- Alvesson, M. & Sandberg, J. 2011: Generating Research Questions Through Problematization. *Academy of Management Review* 36: 247-271.
- Calàs, M. & Smircich, L. 1999: Past Postmodernism? Reflections and Tentative Directions. *Academy of Management Review* 24: 649-671.
- Gioia, D. & Pitre, E. 1990: Multiparadigm Perspectives on Theory

Building. *Academy of Management Review* 15: 584-602.

- Scherer, A.G. 2009: Critical Theory and its Contribution to the Emergence of Critical Management Studies. In: Alvesson, M. / Willmott, H. & Bridgman, T. (Eds.): *The Oxford Handbook of Critical Management Studies*, Oxford: Oxford University Press: 29-51.
- Smircich, L. & Stubbart, C. 1985: Strategic Management in an Enacted World. *Academy of Management Review* 10: 724-736.
- Steffy, B.D. & Grimes, A.J. 1986: A Critical Theory of Organization Science. *Academy of Management Review* 11: 322-336.

This and other literature will be provided by the instructor at the beginning of the course.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students. In case you have any questions, please contact the course coordinator.

Qualitative Research Methods in Business Administration

Course code	E_BIS_QLRMBA ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Teaching method(s)	Lecture
Level	400

Course objective

Participants learn to conduct various elements of qualitative research that eventually aims at publishing qualitative research. Each session has its own detailed learning outcomes, as explained in the course manual. Overall, after successful completion of the course, students will:

- know what characterizes high-quality qualitative research
- be able to design and plan a qualitative research study and formulate judgements about designs in writing and verbally
- have practiced with a variety of qualitative methods and techniques (related to data collection and analysis)
- be able to write a 'method section' of a qualitative study and provide good arguments for certain method related choices
- be able to write a 'findings section' based on qualitative research
- be able to discuss qualitative research methods with peers

Course content

The course enables a students to conduct in-depth, analytical, complexity-structuring empirical research.

Students will learn to conduct the various parts of qualitative research that fit with the elements of a qualitative research publication (methodology and methods, literature, empirical findings, discussion/analysis, conclusion). The will also practice with a broad

variety of qualitative methods and techniques to do research in business administration, such as case studies, ethnography, grounded theory, focus groups, discourse analysis, interviews, observations, document studies, and learn how to use computer assisted tools, network analysis, and/or QCA.

This advanced course is based on seminal work in journals such as AMR, AMJ, OSci, JMS, SMJ, ASQ and taught by faculty who will use their own practical experience with publishing qualitative research.

Form of tuition

The course consists of 3 hours sessions, twice a week, for 6 weeks in the form of tutorials (and computer lab). Each week is dedicated to one element of a qualitative research process. All participants are expected to complete the (both in-class and for-grade) assignments, mostly individually.

Type of assessment

Students have to hand in weekly individual assignments for grades; the final grade is the average of the five best partial grades of a 5.5 or higher, and must be a 5.5 or higher to successfully pass the course. The assignments and exact evaluation criteria for grading will be explained during the sessions.

Additional conditions to pass the course:

Part of passing the requirements of this course is that attendance is mandatory, being absent for more than two sessions leads to not passing the course.

Besides attendance, a number of mandatory in-class assignments need to be handed in (not for grades).

Active participation in discussions in class is expected as research is engaging in a debate and a willingness to do so should also be shown in class.

Resit: a maximum of one partial grade can be assessed as a resit.

Course reading

A set of academic articles will be made available via Blackboard. The literature is assumed to have been read prior to each session.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Quantitative Research Methods in Business Administration

Course code	E_BIS_QNRMBA ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M.H. Morren
Teaching method(s)	Lecture
Level	400

Course objective

Upon successful completion of the course, students will

- have furthered their academic knowledge of quantitative research methods in business in general
- have started to develop their knowledge of particular quantitative data analyses methods
- be able to link concrete technologies and methodologies to research designs in quantitative methods
- be able to critically evaluate the quality of the research design of a study
- be able to evaluate the quality of quantitative data sources and methods for analysis
- have practiced with various parts of a quantitative research trajectory, as shown below
- have started developing their skills of communicating about research methods orally and in writing

Course content

This course introduces several important topics in conducting research.

- The course starts by an introduction to R: read data, create and change variables, conduct elementary algebraic manipulations.
- The second week we present the general linear model. This serves as a framework for the simple and multiple regression analyses that have been introduced in period 4.
- The essentials of data cleaning are discussed, and how you can deal with missing values. Topics such as missing at random, missing completely at random (MCAR) are introduced. Lastly, we discuss strategies to deal with missing data: List wise deletion and imputation.
- The generalized linear modeling is introduced, and which models belong to this framework. The odds ratio is discussed, and how it is related to logit regression, estimated probabilities and the X^2 .
- Latent variables are introduced using factor analysis. Students will learn how seemingly arbitrary choices in survey data collection can lead to surprising results in factor analysis.
- Multilevel analysis is introduced and the similarities to ANOVA discussed.

All these topics are illustrated in R using data that is provided.

Form of tuition

Weekly: Two three-hour lectures per week (including computer lab).

During the first hour the teacher will present new concepts and explain how these analyses should be interpreted. The last two hours will take place in the computer room so that students can immediately practice the exercises discussed during the lecture.

Type of assessment

- Weekly short assignment (in groups of 2 students, 6 assignments in total) (40%)
- A four-hour individual examination in a computer room that test all the topics covered in the course in the form of an application (60%)

Conditions to pass the course:

- The score for the individual examination and final grade must be 5.5 or higher.
- Attendance is mandatory. To pass the course, students cannot miss more than one class.

Resit:

- Students can only retake the individual exam.

- Results obtained for the group assignments will remain valid for the resit.

Course reading

Course material will be communicated via the Blackboard site of the course.

Main costs are costs related to printing, cases and copying costs. It is preferable that students take a laptop to class.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this master's programme and, upon approval of the programme director, to other Research Master programmes or PhD students.

Research Internship I

Course code	E_BIS_RI1 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Level	400

Course objective

Upon completion of the internship, students will

- Have acquired further knowledge of the process of conducting research
- Have improved further their skills at communicating about theories the process of conducting research with an academic both in writing and orally
- Have started developing an independent, academic and critical attitude and way of working
- Have started developing the capacity to reflect upon their own learning

If students choose for an internship of the type 'reviewing and synthesizing the literature', they will

- Have gained further knowledge into a specific area of business administration
- Have improved further their ability to critically analyze and evaluate theories
- Have improved further their ability to synthesize the existing literature (i.e., reviewing the literature) and to integrate existing knowledge to produce novel insights (i.e., in the form of original propositions supported by an integration of different ideas from the existing literature)
- Have improved further their skills at communicating about theories with an academic both in writing and orally

If students choose for an internship of the type 'preparing a data collection' or 'analyzing data', they will

- Have gained knowledge into the methods linked to a specific area of business administration
- Have started developing their ability to critically analyze and evaluate research designs or methods
- Have started developing their skills at communicating about research methods with an academic both in writing and orally

Course content

During the period February-March, students pursue an individual research practice internship in a research group or center supervised by a researcher at the VU or UvA. The purpose of this internship is to understand and experience how researchers conduct research in business administration.

The research internship activities can be of three types: (1) reviewing and synthesizing the literature, (2) preparing data collection (e.g., selecting measurement scales) and possibly collecting data, and (3) analyzing (existing) data. The third option is primarily aimed at students with prior experience in analyzing data.

Form of tuition

Meetings and other exchanges between the student and internship supervisor

Type of assessment

The final grade consists of:

Assessment by the internship supervisor based on a standardized grading scheme (100%)

The grade is a pass or fail

Course reading

Course material is available on the Blackboard site of the course

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Research Methods in Business Administration

Course code	E_BIS_RMBA ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Level	400

Course objective

Upon successful completion of the course, students will

- Have acquired academic knowledge of the Theory of Methodology
- Have learned to match the design of a study with a research question
- Have a deeper knowledge of qualitative and quantitative data

analysis, including, for quantitative data analysis, the state-of-art methods to assess mediation and moderation relationships

- Be able to critically evaluate the quality of the research design of a study
- Be able to evaluate the quality of data sources
- Have started developing their skills at communicating about research methods orally and in writing

Course content

This course serves as a continuation on the course on philosophy. It will involve both the theory behind the research and the practice of conducting research. This includes the familiarization on how to formulate a research question, to design a study, to collect data, and to analyze data.

Two two-hours lectures will be giving every week.

Two type of lectures will be given: 1) Content lectures. In these weeks, the students follow up the lectures by presenting additional examples from the literature that they have searched for and 2) Analysis lectures. These lectures have practice sessions as follow up.

The goals of this course are as follows:

- To formulate research questions and to match these with appropriate strategies for a study;
- To acquaint the students with different strategies for designing studies in business and management, such as the survey, the case study, the quasi-experiment and the experiment;
- To assess methodological strengths and weaknesses of these strategies;
- To prepare the students for advanced research methodology courses by discussing concepts used in quantitative and qualitative research and by executing qualitative and quantitative data analyses;
- To get a deeper understanding of regression analysis, including stat-of-the-art methods to assess mediation and moderation relationships;
- To integrate qualitative and quantitative methods in a research proposal.

Form of tuition

Two two-hours lectures will be giving every week.

Two type of lectures will be given: 1) Content lectures. In these weeks, the students follow up the lectures by presenting additional examples from the literature that they have searched for and 2) Analysis lectures. These lectures have practice sessions as follow up.

Type of assessment

Three individual presentations in class (30%);

One qualitative data analysis assignment (10%);

Regression analysis assignment using SPSS (10%);

An individual, written proposal on either a quantitative + a qualitative method study or a mixed method study (50%).

Conditions to pass the course:

- Attendance is mandatory. To pass the course, students cannot miss more than one class.
- The written proposal (as partial grade) and the final grade should be 5.5 or higher

Resit:

- Students can only retake the written proposal.
- Results obtained for the other assignments will remain valid for the resit.

Course reading

Course material is available on the Blackboard site of the course.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this master's programme and, upon approval of the programme director, to other Research Master programmes or PhD students.

Specialization Seminars in Accounting

Course code	E_BIS_SSA ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Teaching method(s)	Lecture
Level	400

Specialization Seminars in Marketing

Course code	E_BIS_SSM ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. ir. P.W.J. Verlegh
Examinator	dr. ir. P.W.J. Verlegh
Teaching method(s)	Lecture
Level	400

Course objective

The goals of this course are that after successful completion of the course, students have:

- developed the ability to synthesize the literature and integrate knowledge in the field of marketing, and formulate possible research directions based on that
- developed the ability to critically analyze and evaluate current marketing research
- developed the ability to communicate (present and discuss) with other experts about the current theory and research in marketing research questions in marketing.

Course content

Marketing is a distinct research field with its own traditions and standards. It is typically divided into three interrelated sub fields;

the areas of consumer behaviour, online marketing, and (marketing) modelling. The advanced seminars in Marketing discuss key insights and recent advances in these subfields to gain understanding of the current issues and research challenges. This course will draw exclusively on academic papers from leading journals and will feature interactive presentations by established senior faculty, as well as research presentations by up and coming junior faculty members. Participants are expected to actively participate in class discussions and to critically review and present assigned papers.

- Overview and introduction (Verlegh; 1 session)

Trip to the fields, outlining its origins and overarching ideas. From this starting point, we will then move to discuss the sub disciplines

- Consumer Behavior (Verlegh; 3 sessions)

This topic is discussed based on recent insights taken from a number of recent papers from top journals in our field.

- Online Marketing (Konus; 4 sessions)

This focuses primarily on issues related to online marketing

- Marketing modelling (van Herk; 4 sessions)

This session is a brief introduction into the general field of marketing modelling, as well as a specific focus on market research and measurement issues, which are key to obtaining consumer insights.

Form of tuition

Weekly: Interactive lectures (four hours per week) over a period of 6 weeks, with a combination of lectures, student presentations and in-class discussions.

Type of assessment

The final grade consists of:

- Individual examination (50%): written; open questions
- Research presentation (30%)
- Class participation (20%)

Conditions to pass the course:

- The score for the individual examination and the final grade must be 5.5 or higher.
- Attendance is mandatory, and students come prepared.

Course reading

Articles from current marketing literature, exact list will be distributed via Blackboard.

Remarks

Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.

Specialization Seminars in Strategy

Course code	E_BIS_SSS ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.

Coordinator	prof. dr. T. Elfring
Examinator	prof. dr. T. Elfring
Teaching method(s)	Lecture
Level	400

Course objective

- To develop knowledge of, and insight into, theories in the strategy field
- To develop the ability to critically analyze and evaluate theories in the strategy field
- To develop the ability to synthesize and integrate theories in the strategy field
- To develop the ability to make an original scholarly contribution to the strategy field
- To develop the ability to effectively communicate verbally about strategy theories
- To develop the ability to effectively communicate in writing about strategy theories

Course content

This specialization course takes the form of a research seminar where the literature that students have read before coming to class is discussed and critically assessed. The seminar aims to give students a solid understanding of the main theories of strategy, as well as insights into the latest developments in strategy research. This will be done by, first, in depth discussions of three broad schools of thought in strategy, and second, detailed overviews of three current streams of strategy research. The recurring theme running through the course will be the question that is central to much of strategy research: Why do some firms outperform others?

The three schools of thought in strategy that will be discussed are:

- Industrial organization views of strategy (including the work of Porter and cooperative game theory)
- Resource-based views of strategy (including knowledge-based and (dynamic) capabilities views)
- Behavioral and evolutionary views of strategy

The three research streams that will be discussed are:

- Strategic entrepreneurship
- Cooperative strategies
- Stakeholder theory

Form of tuition

Weekly: two two-hour meetings involving a combination of lectures and student presentations and discussion

Type of assessment

The final grade consists of:

- Individual examination (50%): written; open questions.
- Individual assignment (30%): (conceptual) paper
- Class participation (20%)

Conditions to pass the course:

- The score for the individual examination must be 5.5 or higher.
- Attendance is mandatory.

Resit:

- In the case of a resit only the exam can be retaken;
- Results obtained for the assignment and participation in class will remain valid.

Additional information:

- Students who miss more than one class will not be allowed to take the exam.

Course reading

Course material is available on the Blackboard site of the course

Remarks

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