

Bayreuth, 30.06.2025

B 1-6 Conceptual and Empirical Research in International Management (M.Sc.), winter term 2025

Module	<p>B 1-6 Betriebswirtschaftliches Forschungsprojekt</p> <p>Alternatively, the module can be acknowledged as V 9-4 "Ausgewählte Aspekte im Internationalen Management"</p> <p>The course "Conceptual and Empirical Research in International Management" will provide master's students with in-depth and hands-on knowledge about research in general and literature review research in particular. Students will familiarize themselves with literature review methods in an interactive setting and develop their own research projects.</p> <p>Dr. Tim Heubeck offers the course, whose research on strategic leadership, digital transformation, and corporate sustainability regularly appears in internationally renowned, peer-reviewed journals. In addition to his research, he serves on the editorial boards of the <i>Journal of Business Research</i>, <i>Business, Ethics, the Environment & Responsibility</i>, and <i>Digital Business</i>.</p>
Registration/ Deregistration/ Withdrawal	<p>07.07. – 20.10.2025 via CAMPUSonline / cmlife</p> <ul style="list-style-type: none"> Registration period: Monday, 07.07.2025, midnight until Monday, 20.10.2025, 11:59 p.m. Limited to a maximum of 10 participants. „First-come-first-served“ Deregistration until Friday, 24.10.2025, 11:59 p.m. Withdrawing from the course is impossible after the topics are allocated in the preliminary session.
Course	<p>Monday, 27.10.2025, 12:00 – 16:00 p.m. c.t. (Introduction to research methods and literature reviews)</p> <p>Monday, 03.11.2025, 12:00 – 16:00 p.m. c.t. (Development of topics for own research projects)</p>

	<p>Monday, 10.11.2025, 12:00 – 16:00 p.m. c.t. (Crafting scientific articles and development of own research)</p> <p>SR 3.11, Prieserstraße 2, 3. OG</p> <p>During three double sessions, you will get familiarized with the research process (including topics, research questions, writing style, methods, etc.). Each student will receive a topic for their own research study and is provided with feedback. Attendance and preparation are required for course participation.</p>
Assignment	<ul style="list-style-type: none"> ▪ The assignments mainly consist of the participants conducting a research project. ▪ Circa 12 text pages (+/- 10% length) of a review on a specific research topic (excluding references, tables, figures, etc.) ▪ 20-minute presentation about the research project plus discussion.
Supervision	<ul style="list-style-type: none"> ▪ There will be three fixed meetings. ▪ The supervisor may be consulted for conceptual and methodological questions during the assignment time. ▪ There is one fixed appointment for personal feedback: Monday, 15.12.2025, 12:00 – 16:00 p.m. c.t. (online or in-person) ▪ Please book your slot one week in advance (Monday, 08.12.2025); slots are booked on a “first-come-first-served” basis
Deadline for Submission and Presentations	<p>Monday, 19.01.2026</p> <ul style="list-style-type: none"> ▪ 12:00 – 16:00 p.m. c.t. (depending on the number of students) ▪ Please send your presentation to your supervisor one day before the presentation date (12 noon). Please bring the printed handouts for all participants to this presentation date.
e-Learning	<ul style="list-style-type: none"> ▪ After the registration period, the chair will register you for the corresponding course in the e-learning system. ▪ Any notices, such as appointments or changes, will only be available in the e-learning course. ▪ The lack of knowledge about important information announced via e-learning will be the sole responsibility of the students.