



## Business in Society (Joint Research Master's programme)

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - M Business in Society (res) (jd) - 2016-2017

AN EXCELLENT MPHIL PROGRAMME, TAUGHT BY THE BEST RESEARCHERS IN BUSINESS AT VRIJE UNIVERSITEIT AMSTERDAM AND UNIVERSITY OF AMSTERDAM, THAT DEDICATES TO PREPARE FOR A RESEARCH RELATED CAREER.

The Research Master's programme Business in Society addresses the intricate relationship between business and society, as can be seen in grand challenges posed by e.g. the financial crisis, society's request for ethical leadership and corporate social responsibility, and the need for sustainability. This programme results from a joint effort of the Amsterdam Business School (ABS) at the University of Amsterdam and the Faculty of Economics and Business Administration (FEWEB) at Vrije Universiteit Amsterdam to educate a new generation of top-notch business researchers who will have a profound grasp of the societal trends that are changing the face of business.

For detailed information see the website of the [University of Amsterdam](#).

- [Course programme 2016-2017 master Business in Society \(Joint degree\)](#)
- [Academic calendar 2016-2017](#)
- [Teaching and Examination Regulations 2016-2017 Master programmes \(Joint degree\)](#)

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## Master Business in Society - First year Business in Society

In the first year eight courses are obligatory. Additionally, the first of two specialization seminars must be followed during the first year. Finally, there's an extra obligatory course which you may choose to follow during the first year or during the second year.

Opleidingsdelen:

- [First year Business in Society - Obligatory](#)
- [First or second year Business in Society - Obligatory course](#)
- [First or second year Business in Society - Specialization Seminars](#)

### First year Business in Society - Obligatory

Below are the first year obligatory courses.

Vakken:

Naam	Periode	Credits	Code
<a href="#">Business Theories in Perspectives</a>	Periode 1	9.0	E_BIS_BTP
<a href="#">Interdisciplinary Project "Business in Society" I (Developing Skills for Theoretical Research)</a>	Periode 3	6.0	E_BIS_IPBS1
<a href="#">Interdisciplinary Project "Business in Society" II (Developing Skills for Empirical Research)</a>	Periode 6	6.0	E_BIS_IPBS2
<a href="#">Philosophy of Science for Business Administration</a>	Periode 1	3.0	E_BIS_PSBA
<a href="#">Qualitative Research Methods in Business Administration</a>	Periode 5	6.0	E_BIS_QLRMBA
<a href="#">Quantitative Research Methods in Business Administration</a>	Periode 5	6.0	E_BIS_QNRMBA
<a href="#">Research Internship I</a>	Periode 4	6.0	E_BIS_RI1
<a href="#">Research Methods in Business Administration</a>	Periode 4	6.0	E_BIS_RMBA

### First or second year Business in Society - Obligatory course

This obligatory course may be followed during the first or the second year.

Vakken:

Naam	Periode	Credits	Code
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<a href="#">Business in Society</a>	Periode 2	6.0	E_BIS_BIS
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## First or second year Business in Society - Specialization Seminars

Choose 2 specialization seminars in total. At least one of the seminars must be followed during the first year. The second seminar may also be followed during the first year (in that case the obligatory course Business in Society can be followed in the second year), or may be followed during the second year (and instead you follow the course Business in Society during the first year).

In total there are 6 specialization seminars to choose from. Each seminar will be lectured every two years.

The following specialization courses will be taught during academic year 2016-2017 and not in academic year 2017-2018:

- Specialization Seminar in Organization Behavior / Human Resources
- Specialization Seminar in Organizational Theory
- Specialization Seminar in Technology and Innovation

The following specialization courses will be taught during academic year 2017-2018 and not in academic year 2016-2017:

- Specialization Seminars in Accounting
- Specialization Seminars in Marketing
- Specialization Seminars in Strategy

Vakken:

Naam	Periode	Credits	Code
<a href="#">Spec Seminars in Accounting</a>		6.0	E_BIS_SSA
<a href="#">Specialization Seminar in Organizational Theory</a>	Periode 2	6.0	E_BIS_SSOT
<a href="#">Specialization Seminar in Organization Behavior / Human Resources</a>	Periode 2	6.0	E_BIS_SSOBHR
<a href="#">Specialization Seminars in Marketing</a>		6.0	E_BIS_SSM
<a href="#">Specialization Seminars in Strategy</a>		6.0	E_BIS_SSS
<a href="#">Specialization Seminars in Technology and Innovation</a>	Periode 2	6.0	E_BIS_SSTI

## Master Business in Society - Second year Business in Society

In the second year four courses and a thesis are obligatory. Additionally, you may follow the second specialization seminar or the extra obligatory course Business in Society. Also, the second year contains two advanced methods courses.

Opleidingsdelen:

- [Second year Business in Society - Advanced Methods Course](#)

- [Second year Business in Society - Obligatory](#)
- [First or second year Business in Society - Obligatory course](#)
- [First or second year Business in Society - Specialization Seminars](#)

## Second year Business in Society - Advanced Methods Course

In period 1 and 4 in the curriculum you can select your own advanced methods course (I and II). The aim of the two courses, with a value of 6 EC each, is that you will specialize in a specific set of research methods that fit your interests and field. You can select courses that VU or UvA offer, but you can also take external courses at a research master (MPhil) / PhD level. It is also possible to take a set of smaller courses in combination and/or take courses that are offered at other moments in time than the exact periods 1 and 4. Send a timely request with your selected courses, preferably as a set, to the examination board, for their approval.

## Second year Business in Society - Obligatory

Below are the second year obligatory courses.

Vakken:

Naam	Periode	Credits	Code
<a href="#">Ethics in Business Research</a>	Periode 3	3.0	E_BIS_EBR
<a href="#">Guided Research Proposal Writing</a>	Periode 2	6.0	E_BIS_GRPW
<a href="#">Research Internship II</a>	Periode 3	3.0	E_BIS_RI2
<a href="#">Theory Building in Business Administration</a>	Periode 1	6.0	E_BIS_TBBA
<a href="#">Thesis</a>	Ac. Jaar (september)	24.0	E_BIS_THS

## First or second year Business in Society - Obligatory course

This obligatory course may be followed during the first or the second year.

Vakken:

Naam	Periode	Credits	Code
<a href="#">Business in Society</a>	Periode 2	6.0	E_BIS_BIS

## First or second year Business in Society - Specialization Seminars

Choose 2 specialization seminars in total. At least one of the seminars must be followed during the first year. The second seminar may also be followed during the first year (in that case the obligatory course Business in Society can be followed in the second year), or may be followed during the second year (and instead you follow the course Business in Society during the first year).

In total there are 6 specialization seminars to choose from. Each seminar will be lectured every two years.

The following specialization courses will be taught during academic year 2016-2017 and not in academic year 2017-2018:

- Specialization Seminar in Organization Behavior / Human Resources
- Specialization Seminar in Organizational Theory
- Specialization Seminar in Technology and Innovation

The following specialization courses will be taught during academic year 2017-2018 and not in academic year 2016-2017:

- Specialization Seminars in Accounting
- Specialization Seminars in Marketing
- Specialization Seminars in Strategy

Vakken:

Naam	Periode	Credits	Code
<a href="#">Spec Seminars in Accounting</a>		6.0	E_BIS_SSA
<a href="#">Specialization Semimar in Organizational Theory</a>	Periode 2	6.0	E_BIS_SSOT
<a href="#">Specialization Seminar in Organization Behavior / Human Resources</a>	Periode 2	6.0	E_BIS_SSOBHR
<a href="#">Specialization Seminars in Marketing</a>		6.0	E_BIS_SSM
<a href="#">Specialization Seminars in Strategy</a>		6.0	E_BIS_SSS
<a href="#">Specialization Seminars in Technology and Innovation</a>	Periode 2	6.0	E_BIS_SSTI

## Master Business in Society - General information

Opleidingsdelen:

- [Learning outcomes](#)
- [Enrolment for courses and exams](#)
- [Requests to Examination Board](#)

## Learning outcomes

All Master's students must develop into honorable academics, responsible practitioners and responsible members of society. Much priority is given to achievement of the highest possible level of know-how and expertise in the field of the relevant Master's Programme. All Master's students must be able to operate at an academic level in terms of intellectual development and the quality of their work.

The following attainment targets have been formulated on the basis of these general principles.

In terms of knowledge and insight, the outcomes are:

1. Knowledge
2. Skills
3. Attitude.

In terms of knowledge and insight, the outcomes are:

- K1. Academic knowledge of and insight into the foundations of and recent advancements in the literature in business studies, as well as the social issues linked to the study of organisations, forming therefore a basis for the students' consequent contributions to the academic literature.
- K2. Academic knowledge of and insight into a specialized research area within business studies, in which the student might wish to specialize and develop his/her PhD research aspirations.
- K3. Academic knowledge of and insight into relevant methods of research associated with business studies, providing the basis for producing high-quality empirical work.
- K4. Academic knowledge of and insight into the process of research (including the ethics of research), providing therefore students with a basis for doing original and responsible research independently.

In skills terms, the outcomes are:

- S1. The ability to conceive, with scholarly integrity, a (substantial) research project that addresses a question concerned with contemporary business and society issues, that is original for a specific field of studies, and that makes a scholarly contribution to this field.
- S2. The ability to design and plan, with scholarly integrity, a (substantial) empirical research project that addresses a question concerned with contemporary business and society issues.
- S3. The ability to carry out and improve based on feedback, with scholarly integrity, a (substantial) research project.
- S4. The ability to critically analyze and evaluate theories and formulate judgments in writing and verbally on the theories related to business and management studies.
- S5. The ability to critically evaluate research design and methods used in management studies and formulate judgments about research designs and methods in writing and verbally.
- S6. The ability to synthesize literature and integrate knowledge related to business studies, therefore formulating judgments as well as generating new knowledge through, e.g., systematic literature review and other types of conceptual integration.
- S7. The ability to respond to the critical judgments by others within the scholarly business and management community, and learn from these critical judgments improving therefore students' own research work.
- S8. The ability to communicate verbally and in writing about theories in business studies with expert and non-specialist audiences.
- S9. The ability to communicate verbally and in writing about research methods in business studies with expert and non-specialist audiences.
- S10. The ability to communicate verbally and in writing on the process of conducted research on topics related to business and management and its effects on society with expert and non-specialist audiences.

In attitudinal terms, the outcomes are:

- A1. An independent, academic and critical attitude and way of working.
- A2. Reflecting on business topics and research in ethical and socially responsible way, as well as act ethically in their professional and social contexts.
- A3. Reflecting on their own learning process, in terms of self-development and development of further research competences.



## Enrolment for courses and exams

See VUnet and SIS at UvA ([uva.nl/courseregistration](http://uva.nl/courseregistration)) for more information about course enrolment. Beware that you need to register in time for all courses, but it depends whether a course is a VU or UvA course, where you need to register!

## Requests to Examination Board

The Examination Board of the masters Entrepreneurship and Business in Society (both joint degree programmes of VU-UvA) ensures the proper application and compliance with the Academic and Examination Regulations (OER) and has drawn up guidelines for the affairs during exams (Regulations and guidelines regarding examinations).

The Examination Board is responsible for the approval of deviating exam regulations, granting exemptions, prolonging study results, the granting of additional exam opportunities in case of extraordinary personal circumstances and the approval of elective courses outside the faculty. In addition, the examination committee is responsible for monitoring the quality of assessments within the faculty.

Requests to the Examination Board of the masters Entrepreneurship and Business in Society can only be submitted via VUnet by sending an email to [examinationboard.entrepreneurship@vu.nl](mailto:examinationboard.entrepreneurship@vu.nl) with your name, VU and UvA student numbers / VUNET id, and a short explanation of your request.

## Business in Society

<b>Vakcode</b>	E_BIS_BIS ()
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	D.A. Waeger
<b>Examinator</b>	D.A. Waeger
<b>Docent(en)</b>	D.A. Waeger, dr. A.E. Kourula
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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 (SIM), organizations and the natural environment (ONE) as well as the literature in organization and management theory (OMT) that relates to Business in Society issues.
- 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, organizational behavior and international business;
- Creatively 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.

### **Inhoud vak**

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 course aims to explore relevant issues to this area of academic scholarship, such as poverty and ecological issues; at the same time, the goal is to provide students with a sense of how business in society issues and topics relate to multiple academic sub-fields in managerial and organizational research, such as strategic management, organizational behavior or general organization theory.

### **Onderwijsvorm**

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

The course is organized in a reading group format. Students and teachers co-develop and discuss the content of the readings of the week. The teachers complement these discussions with lecturettes on specific issues related to Business in Society. Prior to class, students send overviews of the articles, which form the basis of the in-class discussion.

### **Toetsvorm**

Assessment:

The final grade consists of:

- Final essay 50%
- Weekly individual assignments: 50%

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.

### **Literatuur**

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.

### **Overige informatie**

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.

## **Business Theories in Perspectives**

<b>Vakcode</b>	E_BIS_BTP ()
<b>Periode</b>	Periode 1
<b>Credits</b>	9.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. S.N. Khapova
<b>Examinator</b>	prof. dr. S.N. Khapova
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### **Doel vak**

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.

### **Inhoud vak**

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).

### **Onderwijsvorm**

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.

### **Toetsvorm**

Students knowledge will be assessed based on:

- an individual three-hour examination with open questions (60%)
- weekly individual diary-inputs on assigned reading material (40%)

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 examination.

Resit:

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

### Literatuur

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

### Overige informatie

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.

## Ethics in Business Research

<b>Vakcode</b>	E_BIS_EBR ()
<b>Periode</b>	Periode 3
<b>Credits</b>	3.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Niveau</b>	400

### Doel vak

Student who have passed this course will have

- Gained an understanding of the variety of ethical issues that researchers may encounter in the conduct of business research
- Developed ethical argumentation skills and will be able to apply these to resolving dilemma's encountered in real life business research
- Developed an understanding of the various resources available to scaffold ethical decision making

### Inhoud vak

From an ethical perspective, the conduct of business research is an oftentimes highly complex endeavor in which the interests of researchers, individuals, organizations, and society at large may not always be easy to reconcile. Drawing upon the disciplines of philosophy, psychology, sociology, economics, business administration, and data science, and the expertise of various guest speakers, this interdisciplinary course sets out to build students' awareness of ethical issues and their concomitant moral argumentation skills. Drawing on relevant case studies, ethical guidelines of professional organizations (such as those of the American Psychological Association, the Academy of Management), and publications, the course addresses: (1) ethical issues in all phases of the research process (from research design to dissemination of findings); (2) ethical issues related to human participation in research; (3) interpersonal responsibility, including the topics of supervisor/student responsibilities, publication practices and responsible authorship; (4) institutional responsibility, including the topics of research data governance and ownership, conflicts of interest and conflicts of commitment; (5) ethical issues associated with 'big' data based data collection, processing, analysis, reporting and intervention, and (6) professional responsibility, including dissemination of findings, and peer review.

## Onderwijsvorm

Lectures and interactive seminars

## Toetsvorm

20% Group Presentation

80% Written open book exam

100% Attendance obligation. Students who miss more than 1 meeting, will be required to complete an additional assignment which will be graded as pass/fail.

## Literatuur

The list of readings will be provided the Blackboard site of the course.

## Overige informatie

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.

## Guided Research Proposal Writing

<b>Vakcode</b>	E_BIS_GRPW ()
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. S.N. Khapova
<b>Examinator</b>	prof. dr. S.N. Khapova
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

## Doel vak

Upon completion of this course, students will have:

- Developed further their ability to conceive a substantial and feasible empirical research project that addresses a question concerned with contemporary business and society issues, that is original for a specific field of studies, and that makes a scholarly contribution to this field.
- Developed further their skills at responding to the critical judgments by others within the scholarly business and management community, and learn from these critical judgments improving therefore students' own research work.
- Developed further their skills at communicating verbally and in writing about a proposed business research project with experts.
- Developed further an independent, academic and critical attitude and way of working.

## Inhoud vak

The goal of this course is two-fold. It aims both at writing a research proposal (e.g., as preparation for your MSc thesis) and at developing skills to identify external support for research projects, especially from dedicated funding organizations such as NWO and the EU, but also, where applicable, from business and society organizations (for funding and/or collaboration in data collection).

During the course the students need to complete a research proposal

according to the template used by NWO for its "Research Talent" scheme (which is used to finance doctoral student positions throughout the country). The best proposals may be submitted for funding.

### Onderwijsvorm

Interactive and feedback sessions. Students should, already in the first session, be prepared to briefly (verbally) present their initial research ideas for first feedback, and deliver a further developed first draft in writing at the beginning of week three.

### Toetsvorm

The final grade consists of an assessment of the written research proposal (80%) and of the presentation of the research proposal and active class participation (20%).

### Aanbevolen voorkennis

Successful completion of the 1st year of the research master

### Overige informatie

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.

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

<b>Vakcode</b>	E_BIS_IPBS1 ()
<b>Periode</b>	Periode 3
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. ing. F.M. Bridoux
<b>Examinator</b>	dr. ing. F.M. Bridoux
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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 (i.e., formulate a relevant research question for their conceptual paper)
- Have improved further their ability to critically analyse 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 synthesise 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 started acquiring the ability to work in a team of researchers
- 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.

### **Inhoud vak**

This course involves 4 weeks of work on a theoretical research project. During this period, teams of 2 or 3 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 for Business Administration, 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.

### **Onderwijsvorm**

Weekly: one two-hour workshop and meeting with the teacher for feedback on the team project.

### **Toetsvorm**

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. There is no resit for the presentation.

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.

### **Literatuur**

Course material is available on the Blackboard site of the course

Main costs are costs related to printing and copying costs.

### **Overige informatie**

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)

<b>Vakcode</b>	E_BIS_IPBS2 ()
<b>Periode</b>	Periode 6
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Examinator</b>	dr. M. Soekijad
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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

### Inhoud vak

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.

### Onderwijsvorm

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

### Toetsvorm



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.

### Literatuur

Course material is available on the Blackboard site of the course

### Overige informatie

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

<b>Vakcode</b>	E_BIS_PSBA ()
<b>Periode</b>	Periode 1
<b>Credits</b>	3.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. C.M.J. Wickert
<b>Examinator</b>	dr. C.M.J. Wickert
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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.

### Inhoud vak

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?

## Onderwijsvorm

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

## Toetsvorm

- Individual essays (6) written by students based on the literature (40%)
- Presentation of different articles in groups and leading of discussion (1-2 per team of 2-3 students, 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.

## Literatuur

- Saunders, M., Lewis, P., & Thornhill, A. (2009). Understanding research philosophies and approaches. In: Saunders et al.: Research Methods for Business Students. Essex: Pearson: 106-119.
- Scherer, A.G. (2003). Modes of explanation in organization theory. In: Tsoukas, H. & Knudsen, C. (Eds.): The Oxford Handbook of Organization Theory. Oxford: Oxford University Press: 310-344
- Burrell, G. & Morgan, G. (1979). Sociological Paradigms and Organizational Analysis. Ashgate: Hants & Burlington. Read only part 1: In search of a framework: 1-37.
- Gioia, D. & Pitre, E. (1990). Multiparadigm Perspectives on Theory Building. Academy of Management Review, 15: 584-602.
- Willmott, H. (2003). Organization Theory as a Critical Science? Forms of Analysis and `New Organizational Forms`. In: Tsoukas, H. & Knudsen, C. (Eds.): The Oxford Handbook of Organization Theory. Oxford: Oxford University Press: 88-112.
- Bacharach, S. (1989). Organizational theories: Some criteria for evaluation. Academy of Management Review, 14: 496-515.
- Gibbert, M. & Ruigrok, W. (2010). The "What" and "How" of Case Study Rigor: Three Strategies Based on Published Work. Organizational Research Methods, 13: 710-737.

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

## Overige informatie

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

<b>Vakcode</b>	E_BIS_QLRMBA ()
<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Examinator</b>	dr. M. Soekijad
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### **Doel vak**

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

### **Inhoud vak**

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 (design, methods, literature, empirical findings, discussion/analysis, conclusion). They 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.

### **Onderwijsvorm**

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.

### **Toetsvorm**

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.

### Literatuur

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

### Overige informatie

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, MSc Honours or PhD students.

## Quantitative Research Methods in Business Administration

<b>Vakcode</b>	E_BIS_QNRMBA ()
<b>Periode</b>	Periode 5
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. H. van Herk
<b>Examinator</b>	prof. dr. H. van Herk
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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

### Inhoud vak

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 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<sup>2</sup>.
- 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.
- 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.

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

### Onderwijsvorm

Weekly: Two three-hour lectures per week (including computer lab). The teacher will present new concepts and explain how these analyses should be interpreted. During the lecture exercises will be given so that students can immediately apply the methods and practice programming.

### Toetsvorm

- 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.

### Literatuur

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.

### Overige informatie

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, MSc Honours or PhD students.

## Research Internship I

<b>Vakcode</b>	E_BIS_RI1 ()
<b>Periode</b>	Periode 4

<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Examinator</b>	dr. M. Soekijad
<b>Niveau</b>	400

### Doel vak

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 with an academic both in writing and orally
- Have improved further their skills at communicating about 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 analyse and evaluate research designs or methods
- Have started developing their skills at communicating about research methods with an academic both in writing and orally

### Inhoud vak

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 synthesising the literature, (2) preparing data collection (e.g., selecting measurement scales) and possibly collecting data, and (3) analysing (existing) data. The third option is primarily aimed at students with prior experience in analyzing data.

**Onderwijsvorm**

Meetings and other exchanges between the student and internship supervisor

**Toetsvorm**

The final grade consists of an assessment by the internship supervisor of an internship report (60%), a self-reflection report (20%), and the work process (20%) based on a standardized grading schemes. The grade is a pass or fail

**Literatuur**

Course material is available on the Blackboard site of the course

**Overige informatie**

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 Internship II**

<b>Vakcode</b>	E_BIS_RI2 ()
<b>Periode</b>	Periode 3
<b>Credits</b>	3.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Niveau</b>	400

**Doel vak**

The purpose of internships in the Research Master Business in Society is to understand and experience how researchers conduct research in business administration. Specifically, the purpose of the second internship is to learn how to deal with data and analyses (clean and combine data, select and run statistical tests, and interpret the results of these tests).

Upon completion of the internship, students will

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

**Inhoud vak**

In January, students will put in practice the knowledge and skills acquired during the methods courses of the second semester of the first year and in one of the advanced method courses. Students will do so by joining a research project in progress and work along with a researcher at the VU or UvA. Students will get access to and work on data made available by researchers of the VU or UvA.

**Onderwijsvorm**

Meetings and other exchanges between the student and internship supervisor

**Toetsvorm**

The final grade consists of:

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

The grade is a pass or fail

**Literatuur**

Course material is available via <http://blackboard.ic.uva.nl/>

**Overige informatie**

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

<b>Vakcode</b>	E_BIS_RMBA ()
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Examinator</b>	dr. M. Soekijad
<b>Niveau</b>	400

**Doel vak**

Upon successful completion of the course, students will

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

**Inhoud vak**

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 familiarisation on how to formulate a research question, to design a study, to collect data, and to analyse data.

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 integrate qualitative and quantitative methods in a research proposal.

### Onderwijsvorm

Weekly two two-hour lectures will be given in which the students need to prepare and present relevant materials.

### Toetsvorm

The assessment consists of:

- three individual presentations in class (30%);
- one qualitative data analysis assignment (10%);
- one quantitative data analysis assignment (10%);
- an individual, written proposal on 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.

### Literatuur

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

### Overige informatie

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.

## Spec Seminars in Accounting

<b>Vakcode</b>	E_BIS_SSA ()
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

## Specialization Seminar in Organizational Theory

<b>Vakcode</b>	E_BIS_SSOT ()
<b>Periode</b>	Periode 2

<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. H.S. Heusinkveld
<b>Examinator</b>	dr. H.S. Heusinkveld
<b>Docent(en)</b>	dr. H.S. Heusinkveld
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

The course Organization Theory (OT) has the following objectives:

- Develop students' knowledge and understanding of the theoretical foundations and assumptions of the field. This provides students with insights that they can draw from to scope and position their own research in relation to OT.
- Develop students' ability to understand, critically analyze and evaluate the strengths and weaknesses of different perspectives within OT as well as their opportunities for further research.
- Develop students' ability to effectively communicate verbally and in writing about organization theory
- Further student's skills to create a genuine academic atmosphere that enhances theoretical debates and processes of socialization in the field of OT. Students will be required to engage with classic and contemporary contributions and lead class discussions to help other students think through these works and foster critical faculty.

### Inhoud vak

Drawing on Tim Pollock's overview of the field, OT may be seen as: "a set of approaches that seek to understand how organizations form, survive and grow, interact with each other, recruit and process members, gain and manage resources, and deal with problems both internal and external". While theorists have widely agreed on the intellectual richness, wide proliferation, and significance of this field of research, it is also characterized by persistent theoretical and methodological pluralism. This is reflected, for instance, in divergent and even competing research interests, levels of analysis and methodologies.

The central focus of this advanced course on OT will be (1) on the critical understanding of this pluralistic field, (2) on dealing with the key issues related to pluralism, and (3) on developing one's own position in this. The course consists therefore of an engagement with the theoretical foundations of the field, and will equip students with an understanding of the core assumptions and historical roots of current theories, and how these are applied and extended in very recent research. Upon completion of the course, students should have developed the critical skills necessary to recognize and critically analyze contributions in the field, but also be able to recognize how their own work relates and contributes to OT.

To this end, different categories of central OT contribution will be covered in the course, with each category forming the basis for a weekly seminar. The course is also interdisciplinary in orientation and design, and draws upon related and organizationally relevant literatures in industrial organization, psychology, economics, political science, and sociology.

### Onderwijsvorm

Weekly: one four-hour meeting involving a combination of lectures and class-room discussion that involves a critique and discussion of the classic and contemporary works each week. Students are actively encouraged to engage with these works and to initiate reflective discussions that stimulate and foster joint learning.

### Toetsvorm

The final grade consists of the following elements:

- Individual examination (60%): essay-type exam (individual)
- Assignment (20%): review paper (group work)
- Class participation (20%): organizing, presenting and fruitfully contributing to class-room discussion (group work)

### Literatuur

The literature for this course will consist of selected research articles and book chapters, including classic OT contributions, as well as more recent exemplary research articles. In addition to the prescribed readings for each week, there will be possibilities to compile a longer list of additional readings for those students interested in certain topics in pursuing this line of enquiry as part of their own research.

### Aanbevolen voorkennis

Course Business Theories in Perspective (Research MSc Business in Society)

### Overige informatie

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 Seminar in Organization Behavior / Human Resources

<b>Vakcode</b>	E_BIS_SSOBHR ()
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. E. Lysova
<b>Examinator</b>	dr. E. Lysova
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

Upon completion of this course students will have:

- Acquired academic knowledge of and insight into the foundations of and recent advancements in the literature in OB/HRM
- Developed their ability to understand, critically analyze, and evaluate the strengths and weaknesses of different perspectives and ways of conducting research within the OB/HRM field
- Developed their ability to synthesize the literature related to OB/HRM, e.g., through systematic literature review and other types of

conceptual integration

- Developed their ability to effectively communicate verbally and in writing about OB/HRM research
- Developed their skills at conceiving a research question that makes a scholarly contribution to the OB/HRM field

### **Inhoud vak**

The course focuses on the study of people and their behaviors in and across organizations, as well as how organizations in turn can facilitate productive and healthy employees' participation. Each week will be dedicated to a specific topic and led by an expert on this topic. Here are examples of the types of topics likely to be covered:

- a) High performance work systems. How line managers implement and how employees perceive major HR practices. The impact of organizational context in this. Validity of 'black box process theories' (e.g., the 'AMO-model'), connecting micro psychology (OB) and macro HRM approaches, in order to explain the impact of HR practices on organizational performance.
- b) Leadership – Content and interrelationships of different types of leadership, including ethical leadership, transformational / charismatic leadership, and leadership / (employee) 'followship'.
- c) Employee proactive work behavior and citizenship (OCB, voice, initiative etc), as well as job crafting, self-effectuation, proactivity, and employability. Do organizations always want and stimulate proactivity?
- d) Careers research, in particular the interplay between employees' boundaryless career behaviors and organizational learning / innovation.
- e) Paying for performance. In particular: combining/weighting psychological (eg goal setting or intrinsic motivation) and economic (eg agency) theories/evidence for the impact of this personnel intervention on personal and organizational performance, commitment and learning / innovation.

### **Onderwijsvorm**

Four hours of classroom interaction per week. During each session, one team presents an assigned paper, and another team offers a discussion with critical questions. The teams' debate will be open to the rest of the class. The focus of the discussions is not only on the content and theories, but also research methods applicable to test the theories.

### **Toetsvorm**

- Individual examination (60%): essay-type exam (individual)
- Assignment (30%): review paper (group work)
- Class participation (10%): presenting and fruitfully contributing to class-room discussion (group work)

### **Literatuur**

The literature for this course will consist of selected research articles and book chapters in the field. In addition to the prescribed readings for each week, students will actively search for additional relevant articles and there will be possibilities to compile a longer list of additional readings for those students interested in certain topics in pursuing this line of enquiry as part of their own research.

### **Overige informatie**

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 Marketing

<b>Vakcode</b>	E_BIS_SSM ()
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. ir. P.W.J. Verlegh
<b>Examinator</b>	prof. dr. ir. P.W.J. Verlegh
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

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.

### Inhoud vak

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.

### Onderwijsvorm

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

### Toetsvorm

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.

### Literatuur

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

### Overige informatie

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

<b>Vakcode</b>	E_BIS_SSS ()
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. T. Elfring
<b>Examinator</b>	prof. dr. T. Elfring
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

- 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

### Inhoud vak

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

### Onderwijsvorm

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

### Toetsvorm

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.

### Literatuur

Course material is available on the Blackboard site of the course

### Overige informatie

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 Technology and Innovation

<b>Vakcode</b>	E_BIS_SSTI ()
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. M.H. Huysman

<b>Examinator</b>	prof. dr. M.H. Huysman
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### **Doel vak**

Upon completion of this course students will have:

- Acquired a basic understanding of issues around and theories on technology and organizations
- Developed an understanding of the importance of a socio-technical perspective and a practice perspective in analysing the use of technology
- Developed reflective and critical skills in understanding the role of (digital) technology in organisations
- Developed the ability to synthesize the literature and integrate knowledge in the field of technology and organizations, and formulate possible research directions based on that
- Developed the ability to communicate with other experts about the current theories and research on technology and organizations

### **Inhoud vak**

The course focuses on classics and contemporary theories and literature, and school of thought addressing various aspects of the role of technology in organisations. Thorough understanding of theories explaining how technological innovations come about and how technologies influences innovative ways of working and organising is needed to avoid the use of limited deterministic perspectives of technological developments within organisations and society at large. Characteristic of the course is its focus on practice perspective while technology is addressed from a socio-technical perspective. As such, this course provides a foundation for critical thinking in the area of technology and organisations. The emphasis is on digital technologies, including digital innovations in sectors such as healthcare, the high tech industry, and creative industry.

### **Onderwijsvorm**

Interactive lectures; One 4-hours session per week.

### **Toetsvorm**

The final grade consists of the following elements:

- Individual examination (80%): essay-type exam
- Class participation (20%)

### **Overige informatie**

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.

## **Theory Building in Business Administration**



<b>Vakcode</b>	E_BIS_TBBA ()
<b>Periode</b>	Periode 1
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. O.N. Solinger
<b>Examinator</b>	dr. O.N. Solinger
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

Upon completion of this course, students will have:

- Acquired academic knowledge of and insight into the literature on theory building in business administration
- Further developed their ability to critically analyze and assess theories related to business administration as well as how their own work contributes to the existing literature
- Further developed the ability to generate new knowledge through the thoughtful application of construct development, counterfactual reasoning, and analogical reasoning tools
- Further developed their skills at communicating about theories with an academic audience

### Inhoud vak

Theory and theory development are seen as crucial to making meaningful academic contributions to bodies of knowledge in management and organizational research. Despite its prominence, the constituent processes around theorizing are often left implicit, and not typically discussed or taught in doctoral training programs. The course tries to address this very point; participants will through a series of exercises, practical assignments and readings be trained in 'reading' theory in journal articles, and will also develop skills in the development and assessment of theory.

The objectives of this course involve: (a) developing further understanding of issues around management and organizational theory; what theory is, and what its core components are; (b) developing reflective skills in theory development; including basic argumentation and the formulation of propositions, construct clarity and persuasive writing; (c) developing creative skills in developing theory through specific forms of reasoning such as conceptual blending and counter-factual reasoning.

### Onderwijsvorm

Afternoons (e.g. from 13.00 until 17.00), usually on Wednesdays. We make use of weekly 4-hour sessions that are organized in a workshop-format and around 'soap boxes' (students presenting required reading articles and facilitating high-level plenary discussion) and in-class exercises and break-out groups.

### Toetsvorm

The assessment of this course consists of a series of formative tests in the form of 6 weekly take-home assignments (50 % of the total grade) and a final assignment (50 % of the grade). These formative tests require the students to apply the class material learned in the previous class to their own research topics of interest. The final assignment for the

course will consist of a written essay that describes the participant's use of the theory building methods or concepts used in class (e.g., construct development, counter-factual reasoning, analogical reasoning) in the context of their own research. Details on the assignment will be distributed in class. All of these assignments are individual assignments.

Formative assignments need to be handed in via the designated Blackboard portal no later than 48 hours before the next class (e.g., on Mondays 13.00 PM, if the next class is on Wednesdays). Late assignments will not be graded and count as insufficient. The final assignment should be handed in two weeks after the latest session in hard-copy and via the Blackboard Safe Assignment portal.

### **Literatuur**

The list of readings will be provided the Blackboard site of the course.

### **Aanbevolen voorkennis**

Moderate to advanced knowledge of a specific content area in the field of Business Administration (e.g., Organization Theory, Organizational Behavior, Accounting, Marketing, Logistics, and so forth) is advised.

### **Doelgroep**

Because of the participatory nature of this course, we use a maximum of 20 students per class.

### **Overige informatie**

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.

## **Thesis**

<b>Vakcode</b>	E_BIS_THS ()
<b>Periode</b>	Ac. Jaar (september)
<b>Credits</b>	24.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M. Soekijad
<b>Examinator</b>	dr. M. Soekijad
<b>Niveau</b>	400

### **Doel vak**

Upon having successfully completed their thesis, students will have:

- Acquired advanced academic knowledge of and insight into a specialized research area within business administration
- Gained further understanding about conceiving, with scholarly integrity, a substantial research project that addresses a question concerned with contemporary business and society issues, that is original for a specific field of studies, and that makes a scholarly contribution to this field
- Gained further understanding about designing and planning, with scholarly integrity, a substantial empirical research project that addresses a question concerned with contemporary business and society

issues

- Gained further understanding about carrying out and improving based on feedback, with scholarly integrity, a substantial research project
- Developed further their skills at critically analysing and evaluating theories and formulating judgments in writing and verbally on the theories related to business administration
- Developed further their skills at evaluating research design and methods used in business administration and formulating judgments about research designs and methods in writing
- Developed further their skills at synthesizing literature and integrating knowledge related to business administration, therefore formulating judgments as well as generating new knowledge through a systematic literature review and a conceptual integration leading to original hypotheses
- Developed further their skills at responding to the critical judgments by others within the scholarly business administration (here the thesis supervisor), and learning from these critical judgments to improve one's work.
- Developed further their skills at communicating verbally and in writing about theories in business administration with an expert
- Developed further their skills at communicating verbally and in writing about research methods in business administration with an expert
- Developed further their skills at communicating verbally and in writing on the process of conducted research with an expert
- Developed further an independent, academic and critical attitude and way of working.
- Developed further their capacity to reflect on business topics and research in ethical and socially responsible way, as well as act ethically in their professional and social contexts.

### **Inhoud vak**

The Master's thesis is the ultimate test of whether students have achieved the intended learning outcomes formulated for this programme.

The thesis is a research project resulting in an empirical paper on a topic related to business in society. The thesis involves independent execution of the research project, including selecting a research topic, reviewing the literature, designing the empirical research, collecting and analyzing the data, and reporting all this in writing. If they wish students can build on assignments and papers they have written in previous courses of the Research Master.

This empirical paper should come very close to a publishable article: it should have a theoretical and an empirical contribution to the scientific literature that is significant enough to interest top-tier journals. It is also expected that for students who will go on with a PhD after graduating from the research master, this empirical article will be good enough to include in the PhD dissertation.

### **Onderwijsvorm**

Guidance and regular feedback from the thesis supervisor. The supervisor spends on average some 40 hours on supervision.

### **Overige informatie**

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.

