Project seminar
“Qualitative and quantitative research in the fields of entrepreneurship and strategy”
(12-M-APS, 12-M-PUGF, or 12-M-SAS, Master program, 10 ECTS, Summer 20, in English language)

Background
This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.

Assessment
Essay (66%) – 16-20 A4 pages (Guidelines for formal requirements will be available via Wue-Campus)

Presentation (34%) – 10-minute presentation per student plus Q&A

Schedule
22/01/20, 11:00 am (Room 208, Stephanstr. 1): Kick-off meeting, crash course, and assignment of topics

03/07/20, 11.55 pm: Submission of essays via WueCampus (if unavailable, and only then, via email to bw18@uni-wuerzburg.de); no hardcopies required

07/07/20, 10.00 am (venue TBA): Presentations

Prerequisites
None

Language
English

Selection criteria
▪ Mark average
▪ Specialization on entrepreneurship, strategy, and/or innovation
How to apply
1. Apply via the central Studiendekanat process by the central deadline. Please upload your transcript when applying via FLIP and also email your CV to bwl8@uni-wuerzburg.de, stating ‘Application for project seminar’ as the subject.
2. We will contact all accepted supervisees via email with further information.

Module convenors and contact
Prof. Dr. Sascha Walter
Moritz Diemer, MSc

Last change: 9th September 2019