

**MASTER OF RESEARCH IN MANAGEMENT &
PHD IN MANAGEMENT
IESE BUSINESS SCHOOL
2016-2017**

ELECTIVES 2016-2017

COURSE	PERIOD	
Conceptual Issues on Research Methodology	FALL September – December Terms 1 & 4	
Cross Cultural Research		
Data Management		
Qualitative Research Methods II		
Advanced OB/HR	WINTER January – March Term 2 & 5	
Advanced Strategy		
Empirical Research in Finance and Accounting I		
Frontiers of Entrepreneurship		
PhD Seminar in Decision Making		
Qualitative Research Methods I		
Social Innovation & Social Entrepreneurship		
Empirical Research in Finance & Accounting II	SPRING March – June Terms 3 & 6	
Experimental Research Methods		

Conceptual Issues in Research Methodology

Prof. Josep M^a Rosanas

1st TERM: September - December (10 classes)

This course is about research *methodology*, i.e., not about specific research methods, but about the conceptual foundations of what we can consider “scientific” and what shouldn’t be considered to be so. We will review some of the philosophical underpinnings of current practice, and discuss most of the basic issues on clinical, empirical and theoretical methods, their relative importance and how they are used in the world of management.

Students will be asked to make a presentation on the last day of class of a methodological critique of a published article in one of the leading journals in any area of management or related basic disciplines.

Cross-Cultural and International Management Research

Prof. Yuan Echo Liao

4th TERM: October 2016 (10 classes)

Cross-cultural and international management (IM) researchers face numerous challenges that reach beyond those inherent in domestic studies. In this regard, the elective course consists of 5 double sessions that deal with the main conceptual and methodological issues in cross-cultural and IM research. The first two sessions will provide an overview of different cultural frameworks, research paradigms and their applications in cross-cultural and IM research. The second part of the course will be devoted to both quantitative and qualitative approaches to cross-cultural and IM research and discuss the key issues in both methodologies. The further readings cover aspects related to collaborative research, ethics and publication. Please note that the topics covered in this course are applicable to any cross-cultural and IM study, not just the domain of organizational behavior.

Course requirements:

1. A background in OB, strategy, entrepreneurship, psychology, or related fields
2. Experience of writing full empirical research paper
3. Familiar with statistic analysis techniques such as regression, CFA, and path analysis

Data Management Course

Prof. Miguel Angel Canela

4th TERM: (10 classes)

(Only for 2nd, 3rd, 4th and 5th year students)

The objective of this course is to provide the students with a toolbox for data management. The language used is R. Although proficiency in R is not assumed, the students are expected to have R installed in their computers, with or without RStudio. A fundamental point of the course is that the students should start with data in a text file format, such as CSV, and organize all the manipulations of their data in the code,

never doing them manually in Excel sheets or similar. The professor will provide some data sets for the students to develop and test their skills. They can also try their own data.

Qualitative Research Methods II

Prof. Robert Gregory

4th TERM: September – December (20 classes)

(Recommendable to PhD Students)

This course is designed for doctoral students-from any domain of business and management research-who have already decided that at least one part of their doctoral dissertation will be based on qualitative research and has started to conduct qualitative research. A prerequisite for taking this course is having successfully attended the qualitative research course by Prof. Africa Ariño on "Qualitative Research Methods in Management". This course builds upon this prior course and involves a hands-on practice of key concepts involved in qualitative research in the context of your own dissertation.

What will you learn?

Putting a chosen philosophical perspective and ethics into qualitative research and publishing practice

Learning how to apply a variety of advanced research methods in your qualitative research project (e.g., grounded theory, ethnography, engaged scholarship)

Learning about a variety of advanced qualitative data analysis techniques and how to apply them in your project (e.g., advanced triangulation, coding, sampling)

Theorizing based on your qualitative data and how to make a theoretical contribution

How to craft an engaging and convincing story at the level of top-tier journals to get your qualitative work published

How will this course be conducted?

The course is composed of 20 sessions, organized into blocks of 2 sessions per day over a multi-week time period. In the beginning of the course, students introduce themselves with their qualitative research project and we jointly discuss the specific and individual challenges that they face and that they would like to tackle during the course. Thus, this course will be tailored, as far as possible, to the individual needs of students while conducting qualitative research for their dissertation. Having said that, however, the professor will make sure that generally important topics of advanced qualitative research are covered in the course in order to ensure the long-term success of students in conducting and publishing qualitative research at the top-tier journal level. To guide the students through a variety of selected topics in advanced qualitative research, practical hands-on exercises will be provided. The objective is to foster practical application of advanced methods and techniques in the dissertation, rather than just learning theoretically about concepts.

How will you be evaluated?

50%: assessment of your contributions in class based on the preparation of given readings and exercises

50%: assessment of a qualitative research write-up and presentation, ideally prepared for a top-tier conference or journal submission, that needs to be handed in toward the end of the course

Frontiers and Methods of Entrepreneurship Research

Prof. Chris Zott

5th TERM: January - March (20 classes)

(Only for 2nd, 3rd and 4th year students)

Entrepreneurship has become an important part of the curriculum of top business schools and universities worldwide. MBA students' demand for entrepreneurship courses has markedly increased, because it enriches their portfolio of job opportunities, and MBA Deans see entrepreneurship as an integrative topic, which fosters the general management abilities of their students. Although the supply of well-trained entrepreneurship scholars has been increasing, the number of available positions for these academics has outgrown the supply. There is, in other words, a clear market opportunity for Ph.D. students who specialize in this young and exciting field of research. But more than that, for those who would like to stay focused on their core domains (e.g., finance, accounting, marketing, strategy, organizational behavior, technology management, operations, etc.), entrepreneurship as a phenomenon offers fascinating research opportunities. The purpose of this course is to expose and explore these opportunities.

This course is designed to expose you to cutting-edge theoretical and empirical issues, and methodological perspectives on entrepreneurship research. We will focus on the main questions that define the field today and attempt to critically examine how researchers are approaching these questions. That is, you will benefit from the course regardless of whether your research interests lie in entrepreneurship or elsewhere. For a solid understanding of the phenomenon, of course, the course will also give you a brief introduction to the entrepreneurship field, its foundations and intellectual heritage, but this part will be kept relatively short.

It is important to emphasize that besides addressing the classic as well as currently "hot" topics for entrepreneurship research, we will also focus on questions about the appropriate research designs and methodologies. Thus, in addition to addressing the content of the received literature, we will examine the process of crafting high-quality research papers and getting them published in top tier journals. Moreover, as we read the literature, we will continually seek to identify promising research areas and questions that may be of interest to you in the context of your own dissertation research. Towards that objective, at the end of each class meeting you will be given the opportunity to brainstorm creatively and reflect on a research question that emerged from the session and on the research design that could be used to investigate the issue.

Advanced OB/HR

Professor Prof. Álvaro San Martín

5th TERM: January - March (10 classes)

(Only for 2nd, 3rd and 4th year students)

This elective complements the first-year course on Organizational Behavior (OB) by dealing with and deepening our understanding of key concepts and research domains in the OB field such as organizational culture, social capital, person-environment fit and employee wellbeing. In addition to these topics, the course will also cover systemic issues related to the management of people, i.e., human resource management. Of the 10 sessions, the first 6 sessions will focus on distinct

Terms 1, 2 & 3: MRM 1st Year

Terms 4, 5 & 6: MRM 2nd Year

concepts whereas the remaining 4 sessions will apply these and other relevant concepts to specific research contexts (international or cross-cultural) as well as particular groups of organizational actors (international assignees). A few other professors from the Department of Managing People in Organizations at IESE will form part of this course.

Advanced Strategy

Prof. Bruno Cassiman

5th TERM: January – March (20 classes)

(Only for 2nd, 3rd, 4th and 5th year students)

This course gathers the most active scholars in our strategic management (SM) department and discusses the knowledge frontier of the field. It is designed with three objectives in mind. The first is to complement the first year course that mainly focused on competitive strategy and to provide a selective stream of literatures on strategy with particular emphasis on theoretical lenses and themes. The second is to provide a nursery for the development of any research idea you may have. You will be required to write a term paper for this course, which could have the potential for further development into a paper to be submitted at a conference or be part of your doctoral thesis. The third objective of the course is to sharpen your scholarship skills. A critical reading of the materials assigned for each class should, by the end of the course, make you familiar with the accepted research methods in strategy/management research.

Empirical Research in Finance and Accounting I (Part I)

Profs: Miguel Antón, Marc Badía, Mireia Giné & Gaizka Ormazabal

2nd & 5th TERM: January – March (20 classes)

(SBS MRM Students and PhD Candidates. **Core for 1st and 2nd MS Track students.**)

The course is the first part of a series of doctoral seminars on empirical research in finance and accounting. The approach will emphasize the theoretical foundations and econometric rigor of empirical work. The course series will cover the main research areas of empirical research in asset pricing, corporate finance, and financial reporting. This first part of the series will focus on asset pricing and corporate governance.

Decision Making PhD Seminar

Prof. Elena Reutskaja

2nd & 5th TERM: January - March (14 classes)

This new seminar aims to introduce Ph.D. students to the research in decision making and consumer behavior. These key disciplines build on research in psychology, economics, and marketing. Though the course will prove especially useful for students in the marketing and organizational behavior areas, decision making and consumer behavior have a wide range of applications in the real business world.

Course Goals

The purpose of this seminar is to provide PhD level coverage of the major research carried out in decision making and consumer behavior. Specifically, the goals of the course are to:

- 1) Familiarize you with research on different topics in social psychology, economics, and marketing to better understand how individuals make decisions and how businesses can leverage on this knowledge and inform their strategies.
- 2) Give you a strong foundation for critical thinking in the area of decision making and consumer behavior.
- 3) Enable you to conceptualize, develop, and operationalize research ideas.

Overall methodology

For each topic, we will distribute a number of articles from early "classics" to recent research. Our objectives for each class session will be to determine the main ideas and research questions driving work in a particular topic area, identify what we have learned to date and where the gaps are in our knowledge of that area, and develop ideas for new research in that area.

This means that you have to actively read prior research, trying to understand the authors' ideas and developing the habit of constructive criticism of the research. We will also ask that each paper be briefly presented by one of you in class.

Structure

- Number of sessions: we will have 22 sessions of 1.15' each.
- Term paper: each student is expected to write a research paper, to be presented in the last session (15 page max, double space)

Grading: general participation in class 25%, participation as discussion leader 25%, term paper 50%.

Qualitative Research Methods I

Prof. Africa Ariño

2nd and 5th TERM: January – March (20 classes)

This course is intended for doctoral students in the Social and Behavioral Science Track as well as for other doctoral students, regardless of substantive area or methodological orientation. Qualitative methods are used in many management fields by a significant minority of researchers. Whatever your methodological affiliation, you may benefit from the ability to read qualitative research critically and to evaluate its contribution to your subject area of study.

The objective of the course is to develop your understanding of qualitative research methods. The course takes a practical approach to this objective: While philosophical assumptions underlie all method choices and these are considered in class discussions, the course does not put them in the foreground. Rather, the emphasis is on doing qualitative research – i.e., reading it, evaluating it, learning the skills involved in conducting it, and applying these skills in the design, conduct, and write-up of a small-scale research study of your choice.

The course is organized according to an idealized research life cycle: study design, data collection, data analysis, write-up, and so forth. Each week, we will devote time in class to (1) discussing the "Theory and practice" assigned readings; (2) evaluating critically one qualitative research article published in refereed management journals, assigned as "Example"; and (3) discussing learnings and problems that emerge as you conduct your qualitative research project.

Social Innovation and Social Entrepreneurship (SISE)

Prof. Antonio Vaccaro

Visiting Professors: Guido Palazzo (HEC-Lausanne), Stefano Brusoni (ETH-Zurich)

Tommaso Ramus (CLSBE), Charles Cho (ESSEC)

5th TERM: March 2017 3-days Workshop

Introductory Session: March, 2017 (TBC)

Over the last two decades social innovation and social entrepreneurship have become hot topics for practitioners and academics. In this context, several experts believe that the hybridization movement, i.e. the convergence trend between profit and non-profit, is the answer to several shortcomings that currently affect traditional business.

Structure

This three day workshop offers an inter-disciplinary analysis of the most important issues being discussed by scholars associated with social innovation and social entrepreneurship: What is social innovation? And what are the most critical issues related to the innovation at the bottom of the pyramid? How is it possible to combine social and financial value? What are the key winning factors of social entrepreneurs and social innovations in developed and emerging countries? How does identity matter for social entrepreneurial ventures? How can a social entrepreneur become an institutional entrepreneur?

The workshop will be based on the discussions on scholarly papers with the instructors, as well as lectures by established academics specialized in the field, including: Prof. Guido Palazzo (Chair at HEC-Lausanne), and Prof. Stefano Brusoni (Chair of Technology Strategy at ETH, Zurich).

The workshop's objectives are to:

- 1) Illustrate how the studies on social innovation and social entrepreneurship have evolved across different disciplines and the challenges they pose to mainstream research in organization, strategy, and business ethics.
- 2) Provide students with a detailed understanding of the different major theoretical approaches and methodologies adopted by scholars investigating social innovation and social entrepreneurship.
- 3) Help students develop a critical understanding the different research streams analyzing social innovation and social entrepreneurs.

Empirical Research in Finance and Accounting II (Part II)

Profs: Fernando Peñalva, Miguel Duro, Christian Eufinger, Carles Vergara
3rd & 6th TERM: April - June (20 classes)

(SBS MRM Students and PhD Candidates. **Core for 1st and 2nd MS Track students.**)

The course is the second part of a series of doctoral seminars on empirical research in finance and accounting. The approach will emphasize the theoretical foundations and econometric rigor of empirical work. The course series will cover the main research areas of empirical research in asset pricing, corporate finance, and financial reporting. This second part of the series will focus on financial reporting, banking, and real estate.

Experimental Research Methods

Prof. Sebastian Brion
3rd and 6th TERM: March – June (6 classes)

The objective of this course is to introduce doctoral students to experimental research methods. The overall aim of the class is to equip students with the knowledge and capacity to both conduct experimental research as well as interpret and critique others' experimental research. To achieve this aim, this class is divided into three parts. Our first session will cover the fundamentals of experimentation. We will discuss readings that introduce basic concepts in the design and collection of experiments. Our second session will provide an opportunity to design an experiment related to students' research. Students will come to the second session with a provisional experimental design that will be critiqued and refined by discussion with their classmates. Our third session will provide an opportunity to reflect on the process of collecting and analyzing experimental data.