Are you talented, motivated and want to get most from your MSc study? Do you want to cross disciplines to learn more about business? Do you want to be part of a select group of students who have also obtained above average grades and have shown high motivation? Do you want your thesis to become the highlight of your MSc degree and to receive close guidance from top researchers of three faculties: the Faculty of Economics and Business Administration (FEWEB) and the Faculty of Social Sciences (FSW) of VU Amsterdam, and the Amsterdam Business School (ABS) of the University of Amsterdam? Do you want to increase your international career potential by obtaining an internationally recognised Honours degree?
Internationalisation of the labour market, global economic crisis, and a consequent shortage of vacancies are making it increasingly difficult for business studies’ graduates to enter the work force. Corporate recruitment agencies are now only targeting top graduates. Academia has also toughened its recruitment requirements. The mere passion for research no longer determines candidates’ acceptance for a PhD position. An increasing number of Dutch universities and universities abroad are asking from their PhD applicants possession of advanced research training and research experience, as well as written work already published or presented at international conferences.

To assist students in acquiring skills and experiences needed to enter advanced positions in business research and consulting, the Faculty of Economics and Business Administration (FEWEB) and the Faculty of Social Sciences (FSW) of VU Amsterdam and the Amsterdam Business School (ABS) of the University of Amsterdam offer an extracurricular academic programme:

- MSc Honours Programme in Business Research.

The programme is offered by Amsterdam Business Research Institute (ABRI) Graduate School and is supplementary to the regular Masters programmes in business and organisation studies offered by both universities. No additional tuition fee is charged for participation in the programme.
What is in it for you?

International recognition
Most importantly, the MSc Honours Programme in Business Research will offer you an internationally recognised advanced degree in business research. It will give your future employer evidence that you are ambitious, talented and highly motivated to learn, discover and advance business.

Intellectual stimulation
You will enjoy an intellectually stimulating environment of a select group of similarly talented students. Top professors of the faculty will be working with each of you individually and in groups introducing you to advances in business and management studies. They will also guide you in the process of your thesis and if desired, PhD proposal writing, helping you to achieve the highest result.

The programme offers:

- Advanced knowledge and skills in qualitative or quantitative methods. Honours students can choose between Advanced Qualitative Research Methods and Advanced Quantitative Research Methods.
- Support to students aspiring an academic career to develop their own (PhD) research proposal, which can be submitted to NWO's (Nederlandse Organisatie voor Wetenschappelijk Onderzoek) Research Talent competitions. Having an Honours degree will increase the candidate’s chances to get funding.
- Structured guidance during thesis writing through Academic Writing Master Classes. You will learn about writing academically and writing research proposals. You will also receive guidance on how to collect high quality data for your thesis, and how to turn your thesis into an academic paper, or one that suits outlets for practitioners. The programme aims at having all Honours theses submitted to an academic journal or to an international conference.
Programme Overview

20 additional ECTS

The programme runs every year between January and August for a selected maximum of 25 excellent students, who can earn 20 ECTS in addition to their regular MSc programme in business.

The MSc Honours programme includes the following three courses:

<table>
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<tr>
<th>Course</th>
<th>ECTS</th>
<th>Tentatively Scheduled in</th>
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<tbody>
<tr>
<td>Honours Research Colloquia</td>
<td>9 ECTS</td>
<td>January - May</td>
</tr>
<tr>
<td>Advanced Qualitative Research Methods or Advanced Quantitative Research Methods</td>
<td>6 ECTS</td>
<td>April</td>
</tr>
<tr>
<td>Writing Master Class</td>
<td>5 ECTS</td>
<td>February - August</td>
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For whom is this Programme?

The programme targets motivated Masters students with good study results (average 7.5 or higher) from Masters programmes of the Faculty of Economics and Business Administration (FEWEB) of the VU Amsterdam, and the Amsterdam Business School (ABS) of the University of Amsterdam. Students of other Masters programmes with relevant motivation are also accepted.

During my master thesis research I laid the foundation for my PhD research project. I am very interested in understanding how knowledge sharing processes work in organisational settings, specifically in social networks, and how individuals use each other as knowledge directories. Now I can specialise in these topics for the coming years and that is a wonderful opportunity.
A Door to Opportunities
Create and Connect

What is after?

Honours students receive an additional certificate demonstrating their knowledge of research and research methods. They become eligible to apply for a 4-year PhD position or a regular research position at any Dutch university or universities abroad. Upon graduation, they are in possession of a high quality PhD proposal and (often) an academic article, which will help them to enter a career in academia or research related positions.

Next to this, the Honours degree will give students an advantage in the job application process to consulting and governmental organisations. Today, there are hardly any business or administration functions that do not require research skills. For example, to know what motivates employees, what customers want, how suppliers prefer to work, and which issues concern contemporary society, organisations continuously conduct research. Therefore, organisations seek to employ graduates who have excellent understanding of business and can plan and conduct research studies.

Amsterdam Business Research Institute

The MSc Honours Programme in Business Research is offered by Amsterdam Business Research Institute (ABRI). In line with the French meaning of abri – shelter, ABRI's objective is to offer an academic shelter to its research fellows for doing outstanding research. The institute is organised around research tracks.

Next to the focus on research, ABRI also offers doctoral education through their graduate school. Its goal is to enable promising students who want to pursue an academic career in organisation and business studies to become part of the next generation of top researchers.

Currently ABRI's Graduate School offers several programmes, among which:
- ABRI Full-time and Part-time PhD Programme
- MSc Honours Programme in Business Research

More information about ABRI and its doctoral education can be found on the website www.abri.vu.nl.

ABRI Research Tracks

Amsterdam Business Research Institute consists of several research tracks. During the MSc Honours Programme students will be exposed to the key concepts and practice of research in all tracks, They will also get an opportunity to work on research with a leading researcher in the field of their research interest.

- Accounting & Financial Management
- Information & Innovation Management
- Logistics & Operations Research
- Marketing
- Organisational Behaviour
- Strategy & Organisation

For more information about specific tracks please refer to the Research section of ABRI’s website www.abri.vu.nl.
The Honours Research Colloquia aim to expose students to advanced topics in ten related research fields. During ten weeks, students are tutored intensively by representatives of each of the ABRI research tracks on the most recent research topics in each of the fields. Next to the focus on the content of research in each of the business fields, special attention is drawn to specifics of research within different business fields, types of research questions, relevant methods, and scope of research implications. The course assignment involves writing an original research proposal on any of the business topics. The proposal can be used for the Master thesis research or can be used by students to acquire research funding for a PhD position at any of the three faculties.

This course aims to teach students the content, possibilities, consequences and execution of various methods of qualitative research. First, students are trained to argue which methods fit best with a certain research design. Next, they learn to specify the consequences of their choices. The practice of the qualitative research methods includes: (a) data collection: interviews, documents, observation, data bases, etc. and (b) data analysis: data reduction, causal inference, and qualitative data analysis software. Several qualitative data sets will be made available for practice. Students are also expected to get acquainted with and learn how to use selected qualitative data analysis programs.

This course offers an overview of advanced statistical quantitative methods in different research design settings. Students are taught to make informed decisions regarding choices of statistical analysis techniques. The emphasis is on advanced and recent techniques that are used in top business journals including Accounting, Organizations & Society, Organization Science, and The Journal of Marketing among others. These methods include for example structural and simultaneous equation models, partial least-squares models, models relating to self-selectivity and endogeneity. Lab sessions will be organised to give students hands-on experience.

The course aims to equip students with knowledge and skills to make any of their academic writing products, such as their Master thesis, a high quality research work. During this course students will receive hands-on tips on how to plan and carry out their research, and to for instance structure and write their thesis in a form of an academic article. Peer review sessions will be organised to provide high quality and timely feedback on students’ work in progress.
How to apply?

Students are invited to apply with a registration form and additionally required documents until December 4th, 2016.

The application requirements can be found on ABRI’s website: www.abri.vu.nl.