



Lincoln University

BA 306 – Business Research Methodology

COURSE SYLLABUS

Fall, 2015

Lecture Schedule: Saturday, 12:30-3:15 PM

Credit: 3 units (45 lecture hours)

Instructor: Harpal S. Dhillon, PhD

Office Hours: Saturday: 4:15 PM – 5 PM

Students are advised to schedule appointments by signing their names on the appointment list which is located in the class web site. Additional guidance regarding scheduling of one-on-one meeting with the professor will be provided in the first class. Students are encouraged to communicate with the professor through e-mail messages.

E-mail: hdhillon@lincolnuca.edu

Phone: (202) 330-2979 (Please call me on the phone between 6 AM and 6 PM (Pacific Time))

Textbook:

Uma Sekaran and Roger Bougie

Research Methods for Business: A Skill-Building Approach

Publisher: Wiley; 6th edition (April 8, 2013)

ISBN-10: 111994225X

ISBN-13: 978-1119942252

It may be possible for students to manage with an older edition of the textbook.

COURSE DESCRIPTION

This course is designed to prepare the students for business research. Emphasis is on practical work and not on memorizing or deriving formulas. Ethical aspects of research are featured. Students are expected to develop understanding and practice in research techniques, writing of short reports, use of statistical tools and presentation techniques, preparation of effective tables and diagrams, as well as footnotes and bibliographical references. (3 units)

Prerequisites: BA 45 or BA 241, BA 301, BA 304

COURSE OBJECTIVES

The primary objective in this course is to introduce students to research, its goal, purpose and methodology. The secondary objectives are to enable students to learn how to identify and select a research problem, write a proposal, design and conduct research, write a report, make a presentation, and defend the project.

LEARNING OUTCOMES

After completing this course successfully, a student will be able to:

- Confirm an understanding of the nature of a business problem, and ability to translate it into a research problem.
- Go through major phases and steps in the research process
- Develop research designs, and use data sources.
- Demonstrate familiarity with established business research methods, such as sampling experiments, hypothesis testing, comparative analysis, and cyber intelligence
- Select data samples and deal effectively with general measurement issues.
- Display complete awareness of fundamentals of survey research and basic methods for communication with survey respondents.
- Write high quality reports, make presentations, and defend research projects.

INSTRUCTION PROCEDURE AND METHODOLOGY

This class will be conducted interactively in the face-to-face sessions and also on-line. All students will participate in class discussions, formal presentations, and in-class exercises. Short oral presentations may also be required in conjunction with homework assignments. Assignments will be given weekly and may consist of textbook exercises and research questions. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the **specified due dates**. Plagiarism will result in the grade "F" and a report to the administration.

Students are expected to utilize their personal laptop computers, the computer lab, and the resources available in the school library.

TIME SPENT ON OUT-OF-CLASS WORK

The estimated time which a student should spend on out-of-class work/assignments in this course is 6 hours every week (about 90 hours for the course).

COURSE PROJECT

Every student must complete and submit a research proposal as a course project.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

EXAMINATIONS

Both, midterm and final examination questions will require written essay answers. Each exam includes six questions. The essay answer must be written clearly, and organized/formatted to facilitate easy reading and comprehension, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam will cover the chapters/topics listed in the second half of the course schedule. The exams are neither “open book” nor “open notes.” If a student understands the subject matter associated with various topics covered in the class, it will not be necessary to her/him to memorize any course content to do well in the two exams.

GRADING AND SCORING

All activities will be graded according to the points as shown below:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

In exams, every answer is graded by points from 0 to 100 and the total points for an exam are calculated as the average of the points received for all answers in the exam.

The final grade for the course will be given as the total weighted score for all activities according to the percentage shown in the table below.

Activity	Time	Percent of Course Grade
Quizzes, home tasks, and classroom activities	Every week	25%
Course project	Weeks 1 to 15	25%
Mid-term exam	In week 8	25%
Final exam	Last week of the course	25%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the project and classroom activities.

MAKE-UP WORK

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

COURSE SCHEDULE

Week	Date	Topic	Chapters	
			Lecture	Textbook
1	Aug. 30	(a) About the Course (b) Nature of Research	Ch. 1	Ch. 1
2	Sep. 6	(a) Methodology of Research (b) Research Process	Ch. 2 Ch. 3	Ch. 2 --
3	Sep. 13	(a) Selecting Research Problem (b) Data Search, Bibliography, and Review of Literature (c) Project Review	Ch. 4 Ch. 5	Ch. 3 Ch. 4
4	Sep. 20	(a) Hypotheses (b) Developing Research Design	Ch. 6 Ch. 7	Ch. 5 Ch. 6
5	Sep. 27	(a) Writing Research Proposal (b) Project Review	Ch. 8	--
6	Oct. 4	(a) Data Collection and Measurements (b) Project Review	Ch. 9	Ch.7, 8, 10
7	Oct. 11	(a) Data Collection and Measurements (a) Probability	Ch. 9 Ch. 10	Ch. 11-12 --
8	Oct. 18	Midterm Exam	Ch. 1 – 10	
9	Oct. 25	(a) Expectation and Risk (b) Statistics (c) Project Review	Ch. 11	--
10	Nov. 1	(a) Sampling (b) Survey (c) Project Review	Ch. 13 Ch. 14	Ch. 13 Ch. 7, 9
11	Nov. 8	(a) Comparative Analysis (b) Deriving Conclusions (c) Project Review	Ch. 15 Ch. 16	--
12	Nov. 15	(a) Writing Research Report (b) Plagiarism (c) Project Review	Ch. 17 Ch. 18	Ch. 17
13	Nov. 22	(a) Research Ethics (b) Defending Project and Publishing Papers	Ch. 19 Ch. 20	
14	Nov. 29	Thanksgiving – No classes		
15	Dec. 6	Course Project Presentations		
16	Dec. 13	(a) Course Review (b) Final Exam	CH.1-20	

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it, and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester.

Announcements of any changes will be made in the classroom.

Date of Last Modification: August 4, 2015