



Lincoln University

BA 306 – Business Research Methodology.

COURSE SYLLABUS

Department of Business and Economics

Fall, 2016

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|--------------------------------|---|
| Credit: | 3 units |
| Instructor: | Dr. Alexander Anokhin |
| E-mail: | aanokhin@lincolnuca.edu |
| Office Hours: | By arrangement |
| Supplementary textbook: | Bryman, A.; Bell, E. (2015) <i>Business Research Methods</i> . Oxford: OUP, 4e, ISBN: 9780199668649 |
| Revised: | August 19, 2016 |

Catalog description

The course objective is to prepare the student 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

Upon successful completion of this course, students should be able to:

1. Understand the scientific method as well as requirements for a high quality research.
2. Clearly identify relevant business problem and design business research activities.
3. Conduct business research and collect various types of data.
4. Employ major business research methods.
5. Acquire improved analytical, communicative, and research skills.
6. Apply acquired knowledge in working on the Research Project (BA 399).

Procedures and methodology

Lecture method is combined with in-class discussions, case studies and home assignments of various kinds. Core concepts identified from the textbook will be augmented with supplementary sources (made available to students on the class website) and applied to the real life situations during class activities.

This course contains a lot of theoretical and abstract ideas that can only be made practical through class activities and discussion. Therefore class participation is essential to the success of the course.

Class Rules

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time. Showing up late disturbs the natural flow of the lecture and affects everyone's experience.
3. All in-class activities, exams, assignments, and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 5% points). Being absent is not a good excuse for delaying the submission of the assignment.
4. No cheating and no plagiarism. Detected cheating/plagiarism will result in "F" for the assignment/exam.

Exams

The exams (midterm and final) will consist of questions based on lectures, assigned chapters and supplementary reading as well as case studies / practical assignments. The final exam will be comprehensive, with a special emphasis given to several key topics of the course (this will be further explained in class).

Group Project

Every student must work in a group to prepare a research proposal. Students are given time before the first in-class assignment to form a group of their choosing and sign the group up on the course website. If a student is not a part of the group one week ahead of the first in-class activity, the group assignment will be completed by the instructor. After this point, no changes are allowed.

While this is a group work, each member of the group is expected to have a thorough understanding of all parts of the project.

The topic of the research proposal, possible data collection tools will be selected during a number of in-class assignments. The project will culminate in a in-class presentation during the penultimate class of the course.

Groups are expected to present their research proposals during the class (using visual aids) as well as submit a brief outline of the proposed research (not more than 2 pages).

Group Project Grading Criteria:

- Content
- Use of time
- Style

Research projects must comply with the Lincoln University guidelines.

Assessment Criteria

All assignments, quizzes, projects and exams are evaluated using the indicated system:

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

Tentative Weights

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|---------------------|-----|
| Attendance | 5% |
| In-class activities | 20% |
| Group Project | 20% |
| Midterm Exam | 25% |
| Final Exam | 30% |

Course Outline

| Topic | Chapter | In-Class Activity |
|---|----------|-------------------------------|
| 1. Introduction. What is research? Ontology and epistemology of business research. Quantitative v. Qualitative | Ch. 1 | |
| 2. Research Problem Definition. Value of research questions. | Ch. 3 | Problem Definition Workshop |
| 3. Research Designs: Cross-sectional, Longitudinal, Experimental, Comparative, Case Study. Which one to choose? | Ch. 2 | Structuring Research Proposal |
| 4. Research Methods: Structured Interview / Self-Completion Questionnaire. | Ch. 8-10 | Case Study: MontGras Winery |

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| 5. Research Methods: Experimental Method. | Ppt, handout | Experiment Design Workshop |
| 6. a) Midterm Exam b) Research Methods: Structured Observation v. Ethnography | Ch. 1-3, 8-10, handouts (for midterm exam) Ch. 11, 17 | |
| 7. Qualitative research. Focus group. | Ch. 16, 19 | In-class Activity: Mobile Payment Focus Group |
| 8. Qualitative Interview | | |
| 9. Sampling | Ch. 7, ppt, handout | Course Project Consultation |
| 10. Data analysis: Univariate and Bivariate. | Ch. 14, 22 | Course Project Consultation |
| 11. Data analysis. Multivariate. | | |
| 12. Writing a thesis / internship report | | |
| 13. Course Project Presentation | | |
| 14. Course Project Presentation | | |
| 15. Final Exam | Comprehensive | |