



Lincoln University

BA 306 – Business Research Methodology

COURSE SYLLABUS

Fall, 2017

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

Credit: 3 units (45 lecture hours)

Instructor: Harpal S. Dhillon, PhD

Office Hours: Saturday: 3:15 PM – 4 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 8 AM and 9 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.

CATALOG COURSE 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.

SYLLABUS COURSE DESCRIPTION

In this course, students in the MBA degree program will learn the basic concepts, and processes associated with business research. After students are exposed to the various techniques for conducting quantitative and qualitative business research, groups of students will be involved in simple but realistic research projects. Each project will be documented in the final report. The project will be initiated by selecting a business problem and formulating the question(s) which are going to be addressed by developing hypotheses, developing a research plan, collecting the identified data/information, and organizing the collected data for analyses. The final stage of the project will be concentrated on the acceptance/rejection of the hypotheses, based on the results of data analysis. Each group will (i) submit the results of the research in a formal report, and (ii) present a briefing about the project to their peers in the class.

In addition to simulating the real-world business research activity, the group project will enable students to work together as a group in pursuit of common objective in a defined project. Individually, class members will enhance their subject matter awareness, and communication skills (written and verbal) by participating in on-line discussion (written), and in-class discussions (verbal)

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.

COURSE LEARNING OUTCOMES AND ASSESSMENT

No.	Course Learning Outcome	Assessment activities
1	Confirm an understanding of the nature of a business problem, and ability to translate it into a research problem.	Group Project, Examinations, On-line Discussions, and In-class Discussions
2	Go through major phases and steps in the research process.	Research Project Plan
3	Develop research designs, and use data sources.	Research Project Plan
4	Demonstrate familiarity with established business research methods, such as sampling experiments, hypothesis testing, comparative analysis, and cyber intelligence.	Research Project, Examinations
5	Select data samples and deal effectively with general measurement issues.	Research Survey
6	Display complete awareness of fundamentals of survey research and basic methods for communication with survey respondents.	Research Survey, Examinations
7	Write high quality reports, make presentations, and defend research projects.	Final Project Report, On-line Discussion Posts, In-class Discussions, and Project Briefing

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

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/Schedule	Percent of Course Grade
Gradable discussions, on-line (CANVAS) and in-class, weekly	Every week	25%
Course Project	Throughout the term	35%
Mid-term exam	In the middle of the term	20%
Final exam	Last week of the term	20%

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. 26	<ul style="list-style-type: none"> Overview of course objectives and class activities <p>Nature of Research</p>	Ch. 1	Ch. 1
2	Sep.2	(a) Methodology of Research (b) Research Process <ul style="list-style-type: none"> Creation of Project Teams Selection of Project Topics 	Ch. 2 Ch. 3	Ch. 2 --
3	Sep. 9	(a) Selecting Research Problem (b) Data Search, Bibliography, and Review of Literature <p>Submission of Project Proposals</p> <ul style="list-style-type: none"> On-line Discussion 1 In-class Discussion 1 	Ch. 4 Ch. 5	Ch. 3 Ch. 4
4	Sep. 16	(a) Hypotheses (b) Developing Research Design <ul style="list-style-type: none"> On-line Discussion 2 In-class Discussion 2 	Ch. 6 Ch. 7	Ch. 5 Ch. 6
5	Sep. 23	Writing Research Proposal <p>Project Status Review</p> <ul style="list-style-type: none"> On-line Discussion 3 In-class Discussion 3 	Ch. 8	--
6	Sep. 30	Data Collection and Measurements <ul style="list-style-type: none"> On-line Discussion 4 In-class Discussion 4 	Ch. 9	Ch.7, 8, 10

7	Oct. 14	(a) Data Collection and Measurements (b) Probability Submission of Project Status Report 1 <ul style="list-style-type: none"> • <i>On-line Discussion 5</i> • <i>In-class Discussion 5</i> 	Ch. 9 Ch.10	Ch. 11-12
8	Oct. 21	MID-TERM EXAMINATION		Ch. 1 to Ch. 10
9	Oct. 21	(a) Expectation and Risk (b) Statistics <ul style="list-style-type: none"> • <i>On-line Discussion 6</i> 	Ch.11 Ch.12	Ch. 11 Ch. 12
10	Oct. 28	(a) Sampling (b) Survey Project Status Review <ul style="list-style-type: none"> • <i>In-class Discussion 6</i> 	Ch. 13 Ch. 14	Ch. 13 Ch. 14
11	Nov. 4	(a) Comparative Analysis (b) Deriving Conclusions <ul style="list-style-type: none"> • <i>On-line Discussion 7</i> • <i>In-class Discussion 7</i> 	Ch. 15 Ch. 16	Ch. 15 Ch. 16
12	Nov. 11	(a) Writing Research Report (b) Plagiarism Submission of Project Status Report 2 <ul style="list-style-type: none"> • <i>In-class Discussion 8</i> 	Ch. 17	Ch. 17
13	Nov. 18	(a) Research Ethics (b) Defending Project and Publishing Papers <ul style="list-style-type: none"> • <i>In-class Discussion 9</i> 	Ch. 17	Ch.17
14	Nov. 25	Thanksgiving Weekend- No Class		

15	Dec. 2	Course Project Presentation <ul style="list-style-type: none"> • <i>On-line Discussion 8</i> 		
16	Dec. 9	Submission of Final Project Report FINAL EXAMINATION	Ch.11 to Ch. 17	

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: July 25, 2017

APPENDIX

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

Institutional Learning Outcomes (ILOs)	
<i>A Graduates of Lincoln University MS Program should be able to</i>	
1	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MS in Finance Management program will be able to:</i>	
1	Demonstrate expert-level understanding of the aspects of finance management including mathematical, statistical, financial, and economic.
2	Develop knowledge of finance management including international finance, international securities, commercial banking and lending, investment science, real estate, and stock market.
3	Recognize financial problems and provide creative solutions. Integrate theory and practice for strategic analysis in the field of finance management.
4	Apply quantitative methods of analysis to analyze financial data.
5	Communicate to relevant audiences including written and oral communication.
6	Work effectively with a team of colleagues on diverse projects.
7	Identify and analyze the ethical obligations and responsibilities in the field of finance management.

Institutional Learning Outcomes (ILOs)	
<i>DBA Graduates of Lincoln University should be able to:</i>	
1c	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
2c	Operate within alternative systems of thought, recognizing and assessing the needs, with related assumptions, implications, and practical consequences; and being able to communicate results effectively with others in figuring out solutions to complex problems
3c	as exemplary business professionals, minimize the possibility of indirectly harming others by following accepted standards at local, national or international levels; to be able to assess the likelihood and physical and social consequences of any developed product's harm to others.
4c	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
5c	Have perseverance to accomplish a goal despite potential obstacles, use sound judgments to make decisions at a right time, and make timely appropriate changes in thinking, plans, and methods in achieving organizational goals.
6c	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
7c	Formulate and arrange ideas, designs, or techniques, and apply them to specific issues and problems. They should be able to apply current research, scholarship and or/techniques in the field.

Program Level Outcomes (PLOs)	
<i>Students graduating our DBA program will be able to:</i>	
1	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
2	Demonstrate effective research skills including formulation of research problem; integration of previous literature into an appropriate literature review; design of a research study; data analysis; and summary and presentation of results.
3	Create and present advanced forms of oral and written communications, including teaching and advising.
4	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
5	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.