



# LINCOLN UNIVERSITY

<b>COURSE:</b>	<b>BA 306: BUSINESS RESEARCH METHODOLOGY (3 units)</b>
<b>TIME:</b>	Tuesdays and Thursdays, 6:30 p.m. - 9:15 p.m.
<b>INSTRUCTOR:</b>	Dr. Leon Kil, <a href="mailto:lkil@lincolnuca.edu">lkil@lincolnuca.edu</a>
<b>OFFICE HOURS:</b>	Tuesdays, 1:15 p.m. – 3:15 p.m.
<b>TEXT:</b>	Zikmund, William G. et al. (2013). <u>Business Research Methods</u> , 9 <sup>th</sup> edition. South-Western CENGAGE Learning.  ISBN-10: 1111826927  ISBN-13: 978-1111826925

## **CATALOG DESCRIPTION:**

### **BA 306 – BUSINESS RESEARCH METHODOLOGY**

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*

## **EDUCATIONAL OBJECTIVES OF MASTER OF BUSINESS ADMINISTRATION:**

1. To develop students' understanding and application of concepts and skills across the basic business disciplines which enable them to be successful in a dynamic global business environment;
2. To prepare students who will be able to plan, build, and run a successful business enterprise;
3. To develop students' understanding in the economic, cultural, legal, and political issues associated with international business;
4. To develop understanding of financial concepts that provide basis for management, finance, and investment;



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5. To develop leadership skills for practice of human resources management and to instill ethics and managerial skills;
6. To prepare students for careers in marketing which require to create, promote distribute, price, and manage products, services and ideas to customers in a satisfying exchange relationship.

**The following Program Learning Outcomes (PLOs) are aligned with the Educational Objectives:**

Students graduating our Master of Business Administration program will be able to:

<b>Outcomes</b>	<b>Mapping to ILOs</b>
Exhibit critical awareness of applied principles and theoretical knowledge in developing strategies in the field of management and business administration (PLO 1).	ILO 1, ILO 2
Employ theoretical knowledge and advanced problem solving skills to identify and formulate managerial problems and then find solutions in one of the following fields: international business, finance management, general business, human resources management, management information systems, marketing management (PLO 2).	ILO 1, ILO 2, ILO 4
Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters (PLO 3).	ILO 2
Demonstrate autonomy, creativity, and responsibility for managing professional practices in complex environments and account for high level governance of processes and systems within a strategic context (PLO 4).	ILO 4, ILO 5, ILO 6
Demonstrate professional attributes relevant to leadership roles and set strategic objectives for team performance (PLO 5).	ILO 4, ILO 5
Identify ethical issues/problems in business organizations and reach decisions within ethical framework (PLO 6).	ILO 3

**This course is aligned with PLO1, PLO2, and PLO5 at a mastery level.**



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## **COURSE OBJECTIVES:**

Whether you are an independent entrepreneur trying to establish a brand-new business, a consultant working for a large development or aid-oriented NGO, an official working for one of the state agencies responsible for economic policy or a representative of a famous MNC, it is likely you will have to undertake comprehensive research projects dealing with identifying, understanding and analyzing a specific range of problems related to your line of work and coming up with possible solutions to them.

This course aims at examining a wide range of potential problems in the sphere of business and economic policy-making and is geared towards developing students' skills to define and analyze these problems. Any business-related activity – from devising a proper marketing strategy under different types of external and internal circumstances to understanding risk factors facing your investments, potential or actual; from finding reasons behind the success of one aid program as opposed to another to identifying the scope of your market reach – each of these tasks require proper analytical skills, ability to amass data, classify it, prioritize it in terms of relevance, and meaningfully process it.

- **This course will look at various types of research problems, illustrate them by examples and encourage class discussion of different research problems and scenarios.**
- **The course alternates between looking at conceptual issues at rather high degree of abstraction, on the one hand, and applying abstract concepts and frameworks to specific business research issues which concern compiling a business plan, finding financial assistance or sponsorship, assessing the size of a potential market audience, learning about consumer tastes and expectations in different geographical environments, appraising one's relative strengths and weaknesses in a competitive environment, etc., on the other hand.**

*The requirements for the successful completion of the course serve to assist students in attaining course objectives and allow the instructor to measure and assess students' proficiency and progress in attaining course objectives.*

## **INSTRUCTIONAL METHODS:**

The course is based on the assigned textbook mentioned in the preamble of the syllabus. This course emphasizes the alternation between lecture method and practical individual and team exercises based on specific instructor's assignments. Each session will involve



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a lecture where major philosophical, logical and methodological issues related to research in general and business research in particular will be presented and discussed. This will be followed by a segment of the session where students will be asked to attempt to make sense of or solve specific methodological problems frequently encountered in the field of business research. The class will be divided into several “teams” of stable membership. Lectures are organized thematically and follow the structure and the sequencing used in the course textbook.

The emphasis will be on learning, thinking conceptually and critically, and developing analytical skills of differentiation and re-aggregation when dealing with complex configurations of circumstances. Preparing students for successful and organized public presentation of a business research plan is a crucial focus of this course.

Lectures involve a degree of teacher-class interaction. Every student is expected to come to class prepared and ready to participate in classroom activity initiated by the instructor. The emphasis will be on learning to connect diverse contexts and derive more complete settings from them. Every student is welcome to participate in intensive classroom activities and discussions. Reading, problem-identifying and problem-solving assignments will be given throughout the course. Video materials will be presented.

## **CLASS ATTENDANCE:**

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. Students are highly encouraged to complete assigned reading before coming to class. Lecturing will be interspersed with short practical in-class exercises and team-work. These will range from specific research dilemmas to having to sift through relatively complex scenarios requiring philosophical explanation. Since this course is about team work and student participation as it is about learning by absorbing lecture material, students are encouraged to attend dutifully and consistently, as it will have a significant impact on the cumulative grade. Practical exercises and assignments are designed to prepare students for designing and presenting their team and/or individual projects.

## **TEAM PROJECT:**

The class will be divided into several teams (specific number of students per team is to be determined). Each team will be assigned (with prior discussion) a broad area for a business research project (e.g., assessing the size of the potential market, choosing and



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implementing a competitive pricing strategy, attracting FDI, creating a profile of average consumer tastes and expectations, introducing a brand-new vehicle into a foreign market, etc.). It will be the responsibility of the students to come up with the specific details of their business research puzzle as well as to propose justification of the purpose of their business research project and to elaborate and present research design and suggest tentative hypotheses. Student teams will be required to present their business research projects to the class in the last week of instruction. On the last day of instruction (July 27, 2017) student teams must hand in the finished outline of a research project for which the students will be evaluated collectively (for the public presentation part) and individually (for the section of the business research project outline for which each student will be responsible). The business research project must be more than 10 pages but less than 20 pages in length (including reference matter and charts). The title page of the project must list all team members with a clear statement indicating which portion of the project was prepared by which student. Each student **must be** responsible for presenting a specific portion of the business research project as well for answering questions related to the project as a whole. The team business research project is designed to help students apply conceptual problems learned in the course of the class to real-world business research-related scenarios and settings as well as to encourage team work and coordination.

## **FINAL EXAM:**

There will be a two-hour long final exam on the last day of instruction (July 27, 2017). To assess your learning in this course, exam questions will be derived from lecture material and the textbook. Topics covered in lecture will be of major emphasis on the exam, and should be the focus of your textbook readings. To avoid guessing, there will be no multiple-choice questions on the exams. Exam will include 10 questions. Each question will require a paragraph-long answer. The questions will mostly be based on specific terms and concepts crucial to the field of business research methodology which will be covered in lecture and reading assignments. Some questions will ask students to define a specific term and explain its importance. Other questions will ask students and compare and contrast two or three terms. And yet other questions will ask about the practical application of a certain concept. The instructor will circulate a detailed set of preparation and review guidelines to ease the anxiety and facilitate smooth and effective learning ten days prior to the final examination. No notes please!

**NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.**



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## CLASSROOM POLICY:

Please do not use personal computers, iPads or smart phones during the lecture. If you do need to text message or receive a call, please take it outside the classroom.

**I am available and will do my best to help you learn and succeed.** Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help or clarification with some material. Please visit me during my office hours, or talk to me immediately after class if you need study tips or additional assistance. No appointment is required for my office hours unless announced in advance.

## GRADING FORMULA:

Your grade will be determined as follows:

Grade Structure	Percentage
Attendance and participation	20%
Team Research Project Preparation and Presentation	45%
Final Exam	35%

The numeric value of your grades is calculated according to the following conversion procedure:

- 1) "A" range: 92-100%
- 2) "B" range: 80-91%
- 3) "C" range: 70-79%
- 4) "D" range: 60-69%
- 5) "F": below 60%

### Some recommendations:

- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**



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- 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.
- All class participants are expected to exhibit respectful behavior to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

## CLASS SCHEDULE:

**Note:** Each session will consist of lecture and a one or two team-based exercises based on problems or short scenarios assigned by the instructor. This is designed to prepare students for business research project preparation and in-class presentation.

Session	Focus and Topic	Reading Assignment
Session 1 June 13	Scientific Inquiry and Research in General	Chapter 1
Session 2 June 15	Business Research – its Specificity and Role	Chapters 2-3
Session 3 June 20	Business Research and the External Environment – Economics, Politics, Psychology <ul style="list-style-type: none"> <li>• <i>Areas for business research projects are assigned to student teams and team composition is confirmed</i></li> </ul>	Chapters 4-5
Session 4 June 22	Defining Research Purpose and Designing Research Process	Chapters 6-7
Session 5 June 27	Surveys and the Problem of Interpretation	Chapters 9-10
Session 6 June 29	Observation and Experimental Research	Chapters 11-12
Session 7 July 6	Concepts, Conceptual Development and Adequacy in Measuring	Chapter 13
Session 8	Sampling and Organization of Fieldwork	Chapters 14-15



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July 11		
Session 9 July 13	Causal Inferences and other Difficulties in Business Research	Chapter 16
Session 10 July 18	Sampling Designs and Sampling Procedures in Business Environments <ul style="list-style-type: none"><li>• <i>review list for the final exam circulated</i></li></ul>	Chapter 17
Session 11 July 20	Fieldwork	Chapter 18
Session 12 July 25	Team Project Presentations and Q&A	
Session 13 July 27	FINAL EXAM (2 hours) <ul style="list-style-type: none"><li>• <i>Team business research projects are due (hardcopies).</i></li></ul>	

**NOTE:** *This schedule is subject to change*

**GOOD LUCK!**

**Syllabus Reviewed: 6/2/2017**