



# Lincoln University

## BA 312 I – Business Research Methodology

### COURSE SYLLABUS

Spring 2019

**Instructor:** Prof. Alexander Anokhin, PhD  
**Lecture Schedule:** Thursday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours.  
**Level:** Mastery 2 / (M2)  
**Office Hours:** Thursday, 2:00 PM – 3:00 PM  
**e-mail:** [aanokhin@lincolnuca.edu](mailto:aanokhin@lincolnuca.edu)

**Textbooks:** Bryman, A.; Bell, E. (2015) *Business Research Methods*. Oxford: OUP, 4e, ISBN: 9780199668649

Crano, D.W., Brewer, M.B., Lac, A. (2015)/ *Principles and Methods of Social Research*. Routledge. 3e, ISBN: 978-0-415-63856-2

**Last Revision:** January 14, 2019

### 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*

### EDUCATIONAL 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**

	<b>Course LO</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment</b>
1	Demonstrate an understanding of the scientific method as well as requirements for a high-quality research.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Case studies, Scenario analysis, course project
2	Be able to clearly communicate research purpose, methods, and results to all relevant stakeholders.	PLO 3	ILO 2b, ILO 7b	Course project, scenario analysis
3	Clearly identify a business problem and propose research activities that aid decision-making.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Case studies, Scenario analysis
4	Develop and implement a framework for collecting and analyzing data relevant to a business decision; be familiar with major research designs, approaches, and methods.	PLO 5	ILO 1b, ILO 2b, ILO 4b	Course project
5	Analyze the ethical implications of research process and be able to formulate effective and rigorous research strategy	PLO 6	ILO 3b	Course project, case studies

**PROCEDURES AND METHODOLOGY**

*This is a direct classroom instruction course.*

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.
5. Submission of all assignment has to be done using Canvas web service. No hard copy or email submissions will be accepted.

**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 an 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.

**GRADING POLICY**

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

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***

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

**COURSE SCHEDULE**

<b>Topic</b>	<b>Chapter</b>	<b>In-Class Activity</b>
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
5. Research Methods: Experimental Method.	Poweprints, 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		

***This syllabus is subject to change. All changes will be announced in the class.***

**APPENDIX A. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
<b>3b</b>	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
<b>4b</b>	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.
<b>5b</b>	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.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	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.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	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
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>A Graduates of Lincoln University MS Program should be able to</i>	
<b>1</b>	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.
<b>2</b>	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
<b>3</b>	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
<b>4</b>	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.
<b>5</b>	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.
<b>6</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7</b>	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.

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

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>DBA Graduates of Lincoln University should be able to:</i>	
<b>1c</b>	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
<b>2c</b>	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
<b>3c</b>	Act 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.
<b>4c</b>	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
<b>5c</b>	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.
<b>6c</b>	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
<b>7c</b>	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.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our DBA program will be able to:</i>	
<b>1</b>	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
<b>2</b>	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.
<b>3</b>	Create and present advanced forms of oral and written communications, including teaching and advising.
<b>4</b>	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
<b>5</b>	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.

**APPENDIX B. Classification of LU curriculum courses**

<b>Code</b>	<b>Classification</b>	<b>Description</b>
Courses 300 level w/o graduate prerequisites	Mastery 1 (M1)	Mastery 1 courses introduce graduate level concepts and ideas in a specific field of study and provide an opportunity to initiate the development of graduate level competences.
<b>Courses 300 level with graduate prerequisites</b>	<b>Mastery 2 (M2)</b>	<b>Mastery 2 courses build upon students' execution of Mastery 1 learning outcomes and allow for further development of students' mastery of concepts, ideas, and competences in the specific field of study.</b>
Courses 398, 399	Mastery 2 / Assessment (M2A)	Mastery 2/Assessment courses are structured to provide opportunity to assess students' achievements of set program learning outcomes.
Courses 400 level	Mastery 2 / Research (M2R)	Mastery 2/Research courses employ individual research project to deepen students' understanding of the subject developed in lower level courses and to equip students with knowledge and skills required by MS and DBA degree programs.
Courses 500 level	Doctorate Assessment (DA)	Doctoral Assessment courses are doctorate level seminars and research activities fostering the highest level of professional expertise by providing continuous assessment and development of students' ideas and analytical skills in the context of the doctorate program.