



Lincoln University

BA 312 – Business Research Methodology

COURSE SYLLABUS

Spring 2020

Instructor: Prof. Alexander Anokhin, PhD
Lecture Schedule: Thursday, 9:00 AM – 11:45 AM
Office hours: Thursday, 11:45 – 12:30 PM
Credits: 3 units / 45 lecture hours.
Level: Mastery 2 / (M2)
Email: aanokhin@lincolnuca.edu

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

Supplementary textbook: 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 10, 2020

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 of this course is to introduce students to business research, its purpose, and methodology. The secondary objectives include enabling students to identify a research problem, write a proposal, design, and conduct data collection.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment
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.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning website \(ctl.lincolnuca.edu\)](http://ctl.lincolnuca.edu).

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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).
4. 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

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.

Students are expected to present their research proposals during the class (using visual aids) as well as submit a written report.

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

Participation (In-class activities, home assignments)	25%
Individual Project	25%
Midterm Exam	20%
Final Exam	30%

COURSE SCHEDULE

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
5. Research Methods: Experimental Method.	Powepoints, 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.	Ch. 14, 22	Course Project Consultation
11. Data analysis: Bivariate.		
12. Data analysis: Multivariate		
13. Writing a thesis / internship report		
14. Course Project Presentation		
15. Final Exam		