



Lincoln University

BA 312 – Business Research Methodology

COURSE SYLLABUS

Summer 2025

- Instructor:** Prof. Michael Talan
Lecture Schedule: Tuesday/Thursday, 09:00 AM – 11:45 AM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 / (M2)
Office Hours: Before and after class, or by appointment
E-mail: matalan@lincolnuca.edu
- Textbooks:** Bryman, A.; Bell, E. (2018) Business Research Methods. Oxford: OUP, 5e, ISBN: 9780198809876.
- Crano, W.D., Brewer, M.B., and Lac, A. (2014). Principles and methods of social research. 3rd Ed. Taylor & Francis.
ISBN: 978-0-415-63856-2
- Prerequisites:** BA 115, BA 301
Last Revision: May 22, 2025

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.

COURSE OBJECTIVES

- Develop a comprehensive understanding of business research methodologies.
- Cultivate practical skills in conducting ethical research.
- Enhance proficiency in writing concise and informative reports.
- Acquire competency in using statistical tools for data analysis.
- Master the art of creating effective presentations.
- Develop proficiency in designing and presenting tables, diagrams, footnotes, and bibliographical references.

COURSE STRUCTURE

The course will consist of lectures, practical exercises, case studies, and group discussions. Assignments and projects will be designed to reinforce theoretical concepts and practical skills. Guest speakers from relevant industries may be invited to share their experiences and insights.

Assessment: Students will be assessed through assignments, quizzes, presentations, and a final project. Evaluation will be based on the demonstration of understanding of research methodologies, application of ethical principles, quality of written reports, proficiency in statistical analysis, effectiveness of presentations, and overall mastery of course content.

EDUCATIONAL OBJECTIVES

The overarching aim of this course is to provide students with a foundational understanding of business research, encompassing both its overarching purpose and the methodologies underpinning it. Beyond this primary goal, secondary objectives are multifaceted. These include empowering students to proficiently identify pertinent research problems, articulate effective proposals, and adeptly orchestrate the design and execution of data collection processes.

While these objectives may seem straightforward on the surface, they necessitate a nuanced exploration of various academic disciplines, notably including measurement theory and statistics. This deeper engagement is imperative for students to develop the capacity to discern between research of high quality and that of lesser caliber.

Moreover, the course is structured to offer more than just a cursory overview of research processes, designs, and methods. It endeavors to cultivate a holistic comprehension of the technical intricacies inherent in business research methodology. By delving into these technical aspects, students will emerge equipped with the analytical acumen and methodological prowess required to navigate the complexities of conducting meaningful and impactful research within the realm of business studies.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Demonstrate an understanding of the scientific method as well as requirements for 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

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

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

INSTRUCTIONAL METHODS

Lecture method is combined with in-class activities 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.

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

CLASS RULES

1. Class attendance is required.
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, and projects must be completed and handed in on time.
4. All course materials are available to students on Canvas LMS: lincolnuca.instructure.com

ACADEMIC INTEGRITY

Lincoln University is an institution of higher learning committed to exemplary standards academic honesty and integrity. As member of Lincoln University community, students, faculty, and staff share a responsibility in maintaining this commitment. Academic dishonesty (e.g., instances of plagiarism, cheating, forgery, etc.) will not be tolerated and will result in unsatisfactory academic performance.

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.

GROUP/INDIVIDUAL PROJECT

Every student must prepare an individual research proposal.

The topic of the research proposal, possible data collection tools will be developed in course assignments. The project will culminate in an online video 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

ASSESSMENT

Assignments	15%
Online Discussions	15%
Group Project	20%
Mid-term Exam	20%
Final Exam	30%
Total	100%

GRADING

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

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

CLASSROOM POLICY

- Students are encouraged to participate in group discussions and class activities.
- Students are required to arrive to class on time.
- If a student misses a class, s/he is 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 be silenced.
- Questions and comments during the class are welcome.

SCHEDULE OF TOPICS

	Topic	Textbook	Assignment	Online Discussion
1	The nature and process of business research a. What is business research b. The process c. Research questions d. Concepts and theories e. Literature review f. Sampling g. Data collection h. Data analysis i. Write-up	<i>Bryman, Ch. 1</i>	Assignment 1: Research in Real Life.	Online Discussion 1.1: Future Research Project Ideas Online Discussion 1.2: Choice of Methods

2	Formulating Research Questions a. Applied and fundamental research b. Problem definition process c. Role of the research proposal	<i>Bryman, Ch. 4</i>		Online Discussion 2.1: Sources of Research Questions Online Discussion 2.2: Formulating Research Questions
3	Approaches to business research a. Theory b. Deductive, inductive, abductive approaches c. Epistemology d. Positivism e. Interpretivism f. Ontology g. Objectivism h. Constructionism i. Quantitative and qualitative research strategies	<i>Bryman, Ch. 2</i>	Assignment 2: Research Questions and Strategy	Online Discussion 3.1: Ontology of Business Research Online Discussion 3.2: Quantitative Research v. Qualitative Research
4	Research designs a. Overview of Quality Criteria b. Reliability c. Replication d. Validity e. Experimental design f. Cross-sectional design g. Longitudinal design h. Case study i. Comparative design	<i>Bryman, Ch. 3</i>	Assignment 3: Selecting Research Design	Online Discussion 4.1: Validity Online Discussion 4.2: Selecting Research Design
5	Literature review a. Systematic review b. Narrative review c. Keywords and defining search parameters d. Referencing and bibliography e. Plagiarism	<i>Bryman, Ch. 5</i>		Online Discussion 5.1 : Narrative or Systematic? Online Discussion 5.2 : Plagiarism and Academic Integrity

6	Ethics in business research a. Ethical principles b. Informed consent c. Avoidance of harm d. Protection of privacy e. Truthfulness	<i>Bryman, Ch. 6</i>	Assignment 4: Evaluating Ethical Issues	Online Discussion 6.1 : Milgram's Experiments. Online Discussion 6.2: Meaning of informed consent
7	Midterm Exam	<i>Bryman, Ch. 1 - 6</i>		
8	Experimental research	<i>Crano, Ch. 3</i>	Assignment 5: Experimental Design Scenario Analysis	
9	Non-experimental research	<i>Crano, Ch. 9</i>	Assignment 6: Demographic characteristic	Online Discussion 7.1 : Correlational Analysis v. Regression Analysis
10	Questionnaire Construction a. Avoiding mistakes in b. questionnaire design c. Question sequence d. Pre-testing	<i>Bryman, Ch. 11</i>	Assignment 7: Canterbury Travels	Online Discussion 8.1 : Questionnaire Evaluation Online Discussion 8.2: Leading Questions
11	Observation Research a. Overview b. Observation of physical objects c. Content analysis	<i>Bryman, Ch. 12</i>	Assignment 8: Draft of the Research Proposal	Online Discussion 9.1: Restaurant in La Paz, Bolivia
				Online Discussion 9.2: Combining observations with other methods

12	Focus Groups a. Nature of qualitative research b. Quality criteria c. Conducting focus groups d. Software-based qualitative data analysis (MAXQDA demo)	<i>Bryman, Ch. 17, 21</i>		Online Discussion 10.1: Uses of Qualitative Research
13	Sampling a. Importance of sampling b. Probability sampling techniques c. Non-probability sampling techniques d. Determining sample size e. Qualitative sampling	<i>Bryman, Ch. 8</i>	Assignment 9: Select sampling method	Online Discussion 11.1: Which sampling frames to use? Online Discussion 1.2: Probability s. non-probability sampling
14	Course Project Presentations			
15	Final Exam	<i>Comprehensive</i>		

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in the classroom.