



# Lincoln University

## BA 312 Business Research Methodology

### COURSE SYLLABUS

### Spring 2026

Instructor:	Dr. Mohamed Tailab
Lecture Schedule	Wednesday 3:30 pm – 6:15 pm
Credit:	3 units / 45 lecture hours
Level	Mastery 2 / (M2)
Office Hours:	Monday, 10:30 am – 11:45 am, 4th Floor, Room 402 Wednesday, 10:00 am – 12:00 pm, 4th Floor, Room 402 E-mail: <a href="mailto:mtailab@lincolnuca.edu">mtailab@lincolnuca.edu</a> )
Textbooks:	Roger Bougie and Uma Sekaran.(2025), Research Methods for Business: A Skill Building Approach, 9th Edition, ISBN: 978-1-394-31896-4
Last Revision:	January 7, 2026
NOTE:	This schedule is subject to change.



#### 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 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 115, BA 301*

#### 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 Learning Outcomes<sup>1</sup>**

	Course learning outcomes (CLOs)	Program Learning Outcomes	Institutional Learning Outcomes	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 7b	Case studies, Scenario analysis, course project
2	Clearly identify a business problem and propose research activities that aid decision-making.	PLO 2	ILO 1b, ILO 6b	Course project, Case studies, Scenario analysis
3	Be able to clearly communicate research purpose, methods, and results to all relevant stakeholders.	PLO 3	ILO 2b, ILO 7b	Course project, 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.	PLO2	ILO 1b, ILO 7b	Course project, Case studies, Scenario analysis
5	Analyze the ethical implications of research process and be able to formulate effective and rigorous research strategy	PLO6	ILO 3b	Course project, Case studies, Scenario analysis

**Instructional methods:**

The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and problem-solving assignments will be made throughout 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](#) website ([lincolnua.libguides.com](http://lincolnua.libguides.com)).

**Key to Success in BA 312 Business Research Methodology**

Success in this course depends largely on consistent preparation and active engagement. I strongly recommend that you follow the steps below: Before class, read the PowerPoint slides posted on Canvas.

1. Take notes in the class; summarize the main ideas in your index cards.
2. If you are having difficulty, read the specified pages of the textbook and work through the end of chapter problems and solutions to supplement your understanding of the material.
3. If you are still facing some challenges, stop by my office either during office hours or any time by appointment through e-mail.

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

## Grading

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	95-100	90-94	87-89	84-86	80-83	77-79	74-76	70-73	67-69	60-66	0-59
Tentative Weights	Participation and Homework				15%	Case studies		10%			
	Course individual project				20%	Mid-term exam		20%			
	Quizzes				10%	Final Exams		25%			

**Note:** No student will get a grade above B+ without presenting, handling every homework and report, and taking the midterms. Missing the final exam will result in a failing grade for the course, no matter how many points you have accumulated.

Your participation is highly required to make a better learning environment not only for you, but for others as well. If you are looking for a course where you sit and listen, this is NOT the class for you.

## Classroom Protocol

Students are expected to arrive on time and be prepared to take a quiz and participate. If for some reason you are running late, do not skip the class. I prefer that you come late than not at all. If you must leave class early, please tell the instructor before class starts. If you cannot attend the class or other activities such as homework or quizzes for a strong reason, please inform the instructor in advance so that arrangements can be made to complete any missed work after the absence. All communication and electronic devices should be turned off or silent in the classroom (cell phones, music devices, etc.). **Please, do not eat food in class. It is distracting to me and your fellow students. Bottled water, coffee, tea, soft drinks, etc.**

## 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. Students will not receive any credit for missed assignments or quizzes.

### Administrative policies on absences from classes are as follows:

- A student receives a warning notice after missing 20% of class meetings completed in a course.
- A student is placed on probation after missing 30% of class meetings completed in a course.
- A student may be dismissed after missing more than 40% of class meetings completed in a course

## General safety on campus

The elevator has a capacity of four people. Please use common sense and do not enter if you are the fifth person.

## Homework & Assignments

All assignments will be posted on Canvas.

- Assignments must be typed and uploaded to Canvas by the specified deadlines.
- Late submissions will not be accepted under any circumstances.
- Assignments submitted via email will not be graded.
- No homework will be accepted after the final due date.

The sequence of assignments is designed to guide students step-by-step through the research process, beginning with identifying a research problem and culminating in the development of a complete research proposal. That's why late submissions will not be accepted.

### Assignment Breakdown

- Assignment 1: Statement of the Research Problem – 10%
- Assignment 2: Literature Review – 10%
- Assignment 3: Research Methodology – 10%
- Assignment 4: Data Collection – 20%
- Assignment 5: Final Research Proposal – 20%
- Assignment 6: Oral presentation – 30%

### Exams

Two exams [Written Essay Exams and Closed Book] will be given throughout the course. Each exam will be run for two hours. If you need additional time on an exam because of a university-recognized disability, you need to request a special accommodation. Lincoln University assists students with disabilities by helping to remove barriers to success. To request accommodations, please fill out and submit this form. <https://acqa.lincolnua.edu/ada-accommodations/>

The exams are not comprehensive and will cover only the materials indicated in the box below. Students are expected to take all exams at the scheduled time in the classroom. If a student is unable to take an exam at the scheduled time due to an emergency or extenuating circumstance, the student can take the exam during the instructor's office hours. **Gum Chewing during exams:** Please be advised that gum chewing may impede the concentration process of your fellow students because gum chewing can be noisy and distracting to other students.

### Quizzes

Several lesson quizzes will be given at the very beginning of the class. The primary purpose of these quizzes is to encourage and reward the student's timely progress through the course materials. Each lesson quiz covers only the material for the previous lecture. Each lesson quiz consists of some combination of true/false, multiple choice, and calculated questions. **There will be no makeup quizzes given.**

### 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 research proposal must answer the following questions: "3Ws":

1. What is your research question?
2. Why is your research important, and what contributions will it make?
3. How do you plan to test or investigate your research question?

Students are expected to present their research proposals during the penultimate class of the course using visual aids as well as submitting a written report. The written report is worth 50% while the oral presentation is worth 50%. Missing the oral presentation will result in a failing grade for the project.

### Cheating and Plagiarism

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service. Penalties for cheating and plagiarism range from a 0 or F on an

assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment. Repeated acts of cheating may result in an F in the course and/or disciplinary action,

### **Academic Honesty**

In the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the importance of acknowledging and safeguarding intellectual property. Accordingly, Lincoln expects the highest standards of honesty and integrity from all members of the academic community. As a student, you must know that all forms of cheating, falsification, and plagiarism are against the rules of this course and of Lincoln University. It is your responsibility to ask the instructor for clarification, if you are not sure of what constitutes academic dishonesty are.

### **Discussion and Participation**

Participation includes preparing for class, completing assignments on time, engaging in class discussions and team presentations and homework explanations. Students are expected to be prepared for and participate in each week. You would lose some participation points if you were absent without informing the instructor, and if your behavior in the class obstructs other students to learn by leaving and returning to class while it is in session.

### **Extra Help**

If you find the course material challenging, please see me anytime. So, I can help you by clarifying lecture material. Additionally, do not wait to see me, if you are struggling.

### **Methods of Instruction**

The instructor will conduct the course by giving lectures, facilitating solutions to in-class exercises, and conducting discussions to encourage class participation by students. Students must read each chapter before class according to the tentative schedule provided (see below), and they are responsible to ask questions and request clarifications during the class session. The PowerPoint slides are designed to give students a head start in learning course materials, but they are not intended to substitute.

### **Recording of Lectures**

Audio and/or video recording of lectures is prohibited unless the student has a learning disability that requires such recording, and it must be used only by the person making them and must be destroyed at the end of the semester.

### **E-mail and Canvas**

E-mail and Canvas are required for this course. E-mail is the best way to contact the instructor. E-mails are generally answered within 24 hours during the week. If you do not hear from me within that time, please contact me again. Students are required to use their university e-mail for correspondence and are responsible for checking their account daily for correspondence from the lecturer.

### **Work Ethics**

Lincoln University instructs and evaluates students on work ethics. These work ethics have been identified and defined as essential for student success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork. So, Lincoln University students are expected to adhere to the highest standards of these 10-character traits in their behavior as well as their coursework.

## Recommendation Letters

Students are eligible to apply for a Board Trustees Scholarship. This scholarship is awarded from funds provided by the University. The instructor gives only two recommendation letters one week before the semester ends. The best candidates should match the work ethic.

## Course Schedule

Date	Topics	
Week 1	<b>Introduction to Business Research</b> <ul style="list-style-type: none"> <li>• Nature and scope of business research</li> <li>• Research vs. managerial decision-making</li> </ul>	Ch.1
Week 2	<b>Defining the Management Problem</b> <ul style="list-style-type: none"> <li>• Problem definition</li> <li>• Research objectives and questions</li> </ul>	Ch3
Week 3	<b>Defining the Research Problem</b> <ul style="list-style-type: none"> <li>• Problem definition</li> <li>• Research objectives and questions</li> </ul>	Ch.4
Week 4	<b>Literature Review</b> <ul style="list-style-type: none"> <li>• Sources of literature</li> <li>• Reviewing and synthesizing prior research</li> </ul>	Ch.5
Week 5	<b>Hypothesis Development</b> <ul style="list-style-type: none"> <li>• Variables and measurement</li> <li>• Hypothesis testing concepts</li> </ul>	Ch.6
Week 6	<b>Research Design</b> <ul style="list-style-type: none"> <li>• Exploratory, descriptive, and causal research</li> <li>• Qualitative vs. quantitative research</li> </ul>	Ch.7 Ch. 8
Week 7	Midterm Exam	
Week 8	<b>Data Collection Methods</b> <ul style="list-style-type: none"> <li>• Observation</li> <li>• Administering Questionnaires</li> </ul>	Ch.9 Ch.10
Week 9	<b>Sampling Design</b> <ul style="list-style-type: none"> <li>• Sampling techniques</li> <li>• Sample size determination</li> </ul>	Ch.14
Week 10	<b>Measurement of Variables: Operational Definition</b> <ul style="list-style-type: none"> <li>• Independent Variables.</li> <li>• Dependent Measures</li> <li>• Moderating variable</li> <li>• Mediating variable</li> </ul>	Ch.12
Week 11	<b>Data Analysis – Quantitative</b> Data coding and entry Use of Statistical Software. SPSS / Excel/ Gretl / SmartPLS	Ch.15
Week 12	<b>Data Analysis – Qualitative</b> <ul style="list-style-type: none"> <li>• Content analysis</li> <li>• Thematic analysis</li> </ul>	Ch.17
Week 13	<b>Research Report Writing</b>	Ch.19

	<ul style="list-style-type: none"><li>• Structure of a research report</li><li>• Academic and business writing styles</li></ul>	
Week 14	<b>Final Project Presentations</b>	
Week 15	Final Examination	

**About the instructor research interest**

My work focuses mostly upon corporate disclosures (mandatory, voluntary) by combining machine learning and applied linguistics to model the ability of textual information content in annual firm reports to predict the market reaction. My research goal is to help shareholders be aware if CEOs and management writers use language to manipulate them. Also, I am working on the application of partial least squares structural equation modeling (PLS-SEM) in business research. Over the past few years, I published four textbooks and various research papers in peer-reviewed local and international academic journals and participated in diversity conferences.

Click this link to learn more about the instructor research:

<https://scholar.google.com/citations?user=2NUzE4sAAAAJ&hl=en>