

**BUSINESS RESEARCH METHODOLOGY (B.A. 301)**  
Fall 2009: 12:30 p.m. -3:15 p.m.

**COURSE SYLLABUS**

**Professor:** Allan Samson  
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**Required Textbook:** Business Research Methods, 7th ed., William G. Zikmund

Business research has become absolutely necessary in understanding the problems and prospects of all business firms. It makes possible overall effective decision-making in all aspects of business operation.

**Objectives:**

1. Describe the basic characteristics of research.
2. Construct an acceptable problem statement.
3. Construct and test a hypothesis.
4. Evaluate research efforts in terms of scientific method.
5. Understand measurement scales.
6. Understand various measurement techniques as tools of research.
7. Incorporate the concepts of reliability and validity.
8. Understand ethical issues in business research.
9. Correctly use observation methods.
10. Distinguish between deductive and inductive reasoning.
11. Describe a variety of research methodologies.
12. Construct a research proposal.
13. Correctly format a research report.
14. Correctly credit references.
15. Collect primary data.
16. Construct a survey including sample, questionnaire and interview techniques.
17. Interpret basic statistical indications of research results.
18. Evaluate business problems as research problems.

**Course Description:**

Research is best learned by doing. Grades will in part be based on carrying out independent research projects. Projects are chosen by students working together. I would encourage your

group to select a topic area that applies to your future careers and that might be of general interest. Possible projects include (but are not limited to):

A. Survey: Prepare a questionnaire or observation plan; a sampling plan for your target demographic unit and an analysis of your findings.

B. Experimental Design: Identify the variables to be studied; prepare a theoretical basis; formulate the research hypothesis; explain how the study variables will be operationalized, and devise a plan for analyzing the data.

C. Data crunching: Using secondary historical data, prepare an analysis of the organization you will be studying.

### **Attendance;**

Students are expected to attend each class session. If you are not able to attend, please give prior notice or present your own death certificate.. Please come on time. Attendance will be taken 10-15 minutes after the class begins. Class participation is encouraged and will comprise part of the student's grade. Lack of fluency in English will not be a problem. I will understand what you mean.

### **CLASS SCHEDULE**

August 23: Chapter 1-Class Introduction and Description Discussion of possible team projects. Discussion of Cases at end of Chapter and video presentation.

September 1: Chapters 2 and 3 -Discussion of Cases at end of Chapters and video case mentioned.

September 8: Chapters 4 and 5-Discussion of Cases at end of Chapters and video case mentioned.

September 15: Chapters 6 and 7- Discussion of Cases and end of Chapters and video case mentioned.

September 22: Chapters 8 and 9-Discussion of Cases at end of Chapters and video case mentioned.

September 29: Chapter 10-Discussion of Cases at end of chapter and video case mentioned.

October 6: MID-TERM

October 13: (NO CLASS)

October 20: Chapter 11-Discussion of Cases at end of chapter and video case mentioned.

October 27: Chapters 13 and 14- Discussion of Cases at end of Chapters and video case mentioned.

November 3: Chapters 15 and 16-Discussion of Cases at end of Chapters and video case mentioned.

November 10: Chapters 17 and 18 -Discussion of Cases at end of Chapter and video case mentioned.

November 17: Chapter 20- Discussion of Cases at end of Chapter and discussion about team presentations.

November 24: Chapter 21-Discussion of Cases at end of Chapter and discussion about team presentations.

December 1: Team presentations.

December 8: Team presentations

### **Exams**

There will be one mid-term and one final. The exams will be "closed book."

### **Grading Policy**

The grade structure will be as follows:

Attendance	10 per cent
Participation	20 per cent
Mid-Term	20 per cent
Final Exam	30 per cent
Team Presentation	20 per cent