



# Lincoln University

## BA306 – Business Research Methodology

### COURSE SYLLABUS

Department of Business and Economics

Spring, 2012

**Class Time:** Mon, 12:30 – 3:15  
**Credit:** 3 units (45 lecture hours)  
**Instructor:** Dr. Alexander Anokhin  
**Office Hours:** TBA  
**E-mail:** aanokhin@lincolnuca.edu  
**Phone:** (510) 375-4881

**Required textbook:** William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin “Business Research Methods”, 8<sup>th</sup> edition, South-Western / Cengage Learning, 2010 (ISBN-10: 1439080674 ISBN-13: 9781439080672)  
(Previous editions are OK)

**Revised:** January 20, 2012

#### Catalog description

The course objective is to prepare the student for the later BA 399, MBA Research Project. 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

#### Course Objectives

Upon successful completion of this course, students should be able to:

1. Understand the scientific method as well as requirements for a high quality research.
2. Clearly identify relevant business problem and design business research activities.
3. Conduct business research and collect various types of data.
4. Employ major business research methods.

5. Acquire improved analytical, communicative, and research skills.
6. Apply acquired knowledge in working on the Research Project (BA 399).

### **Procedures and methodology**

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.

### **Requirements**

Class attendance is required. All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade. Most days of class, there will be quizzes or in-class writing assignments. Make-up/retake exams are not allowed. The instructor may decide to provide an opportunity for the retake of one quiz if he finds it appropriate.

Plagiarism is not tolerated, will result in a grade of F and will be reported to the administration.

### **Course Project**

Every student must complete a business research proposal project for an in-class presentation. Research projects must comply with the Lincoln University guidelines.

### **Exams**

The exams will consist of questions based on lectures, assigned chapters and supplementary reading.

### **Assessment Criteria**

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	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

### **Tentative Weights**

Homework	20%
Course Project	20%
Mid-term Exam	25%
Final Exam	35%

*Note: These weights are indicative, the instructor reserves the prerogative to adjust them.*

### **Class Website**

The class website will contain course syllabus, announcements, assignments and supplementary materials.

URL: [coursekit.com/app#course/ba306.anokhin](https://coursekit.com/app#course/ba306.anokhin)

Access Code: **CEQBPV**

### **Course Outline**

Week	Topic	Chapter
1	a) Introduction. b) Research, Methodology, and Theory Building	Ch. 1 - 3
2	The Overview of the Business Research Process	Ch. 4
3	Ethical Problems of Business Research	Ch. 5
4	Defining the Research Problem	Ch. 6
5	Qualitative Research Toolkit	Ch. 7
6	Secondary Data Collection	Ch. 8
7	a) Review b) Midterm	Ch. 1 - 8
8	Research Methods for Collecting Primary Data	Ch. 9 -12
9	Measurement and Scaling Concepts in Business Research	Ch. 13-15
10	Sampling Design and Procedures	Ch. 16-17
11	Fieldwork	Ch. 18
12	Processing Raw Data	Ch. 19-24
13	Communicating Research Results	Ch. 25
14	Course Project Presentation	
15	a) Review b) Final Exam	Ch. 1 - 25

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