

LINCOLN UNIVERSITY
BA 306 – BUSINESS RESEARCH METHODOLOGY
COURSE SYLLABUS
Department of Business and Economics
Summer, 2012

Lecture Schedule: Monday/Wednesday: 9-11:45 AM Dates: 6/4-7/18/12
Credit: 3 units
Instructor: Prof. Ken Germann, MBA, JD
Office Hours: Monday/Wednesday, 8:30-9:00 AM and TBA
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Textbook: **Understanding Research**
1st Edition, by Lawrence Neuman, Pearson Education, 2008
ISBN-10: **0205471536**, ISBN-13: **978-0205471539**

CATALOG DESCRIPTION

The course objective is to prepare the student for 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, write short reports, use statistical tools and presentation techniques, preparation of effective tables and diagrams, footnotes and bibliographical references. (3 units) Prerequisites: BA 45 or BA 241, BA 301, BA 304

STUDENT LEARNING OBJECTIVES

- * Students will learn how to write a research proposal and to do literature search.
- Students will understand the ethical challenges in research.
- Students will have to design research instruments.
- Students will learn sample; collect and analyze data
- Students will present their research findings orally and written

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with research activities. The emphasis will be on learning by doing. Students will develop survey instruments and conduct field research. Every student must participate in an intensive preparation and classroom activity.

COURSE PROJECT

Every student will set research goals; develop a research plan; conduct the research using survey and present their findings. Final project will be presented orally on the last day of class.

REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “research” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.

TOPICAL COURSE OUTLINE

Part 1 Beginning Research Process

Ch 1 Why do research

Ch 2 Planning a study

Ch 3 Becoming an ethical researcher

Part 2 Research Process

Ch 4 Sampling

Ch 5 Measuring Social Life

Ch 6 The survey

Part 3 Quantitative data collection and analysis

Ch 7 The experiment

Ch 8 Research with nonreactive measures

Ch 9 Making sense of the numbers

Part 4 Qualitative data collection and analysis

Ch 10 Observing People in natural settings

Ch 11 Looking at the past and across cultures

Part 5 Research Project

Ch 12 Writing a research project

Appendices

Appendix A Sample Research Proposals

Appendix B Data and literature search

Appendix C Sample articles based on different research methods

COMMENTS

- * Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- * Please come on time. Late arrivals disturb everyone else.
- * If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- * To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- * Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

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

INSTRUCTOR BIO

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus Revised: 4/26/2012