



Lincoln University

BA 298 – Special Topics in Business.

COURSE SYLLABUS Department of Business and Economics Spring, 2013

Credit: 3 units (45 lecture hours)
Instructor: Dr. Alexander Anokhin
E-mail: aanokhin@lincolnuca.edu
Office Hours: By arrangement

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

Revised: January 06, 2013

Catalog description

This course offers topics of specialized interest in the major fields of study. Case studies and independent research. Topics vary each semester so students should not include this in a concentration unless they know it will be available. This course may be substituted in a concentration once with the permission of the Dean. (1-4 Units)

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.

Class Rules

Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.

All quizzes, exams, assignments and projects must be completed and handed in on time. Late submissions will result in lower grade (each day of delay costs 5% points).

Submissions of home assignments will be conducted via the course website only.

Most days of class, there will be a credit time or a short in-class writing assignment.

Make-up quizzes or exams may be allowed only in extraordinary circumstances.

Plagiarism is not tolerated and will result in F for the assignment, quiz, or exam.

Exams

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

Course Project

Every student must complete a research project for an in-class presentation. Specific format and research topics will be determined later and discussed in class. Research projects must comply with the Lincoln University guidelines.

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

Tentative Weights

Attendance	5%
Homework	20%
Project	20%
Mid-term Exam	25%
Final Exam	30%

Course Outline

	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) Final Exam	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