



LINCOLN UNIVERSITY

BA 312 – Business Research Methodology

Course Syllabus

Spring 2019

Professor: Harpal S. Dhillon, PhD
Lecture Schedule: Saturday, 9:00 AM – 11:45 AM
Credits: 3 units (45 lecture hours)
Level: Mastery 1 (M1)
Office Hours: Saturday: 3:15 PM – 4:00 PM

Students are advised to schedule appointments by signing their names on the appointment list which is located in the class web site. Additional guidance regarding scheduling of one-on-one meeting with the professor will be provided in the first class. Students are encouraged to communicate with the professor through e-mail messages.

E-mail: hdhillon@lincolnuca.edu

Phone: (202) 330-2979 (Please call me on the phone between 6 AM and 6 PM (Pacific Time).

Phone communication in emergency situations only.

Textbook: Uma Sekaran and Roger Bougie; *Research Methods for Business: A Skill-Building Approach*
Publisher: Wiley; 6th edition (April 8, 2013)
ISBN-10: 111994225X
ISBN-13: 978-1119942252

It may be possible for students to manage with an older edition of the textbook.

Last Revision: December 28, 2018

CATALOG 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 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.

SYLLABUS COURSE DESCRIPTION

In this course, students in the MBA degree program will learn the basic concepts, and processes associated with business research. After students are exposed to the various techniques for conducting quantitative and qualitative business research, groups of students will be involved in simple but realistic research projects. Each project will be documented in the final report. The project will be initiated by selecting a business problem and formulating the question(s) which are going to be addressed by developing hypotheses, developing a research plan, collecting the identified data/information, and organizing the collected data for analyses. The final stage of the project will be concentrated on the acceptance/rejection of the hypotheses, based on the results of data analysis. Each group will (i) submit the results of the research in a formal report, and (ii) present a briefing about the project to their peers in the class.

In addition to simulating the real-world business research activity, the group project will enable students to work together as a group in pursuit of common objective in a defined project. Individually, class members will enhance their subject matter awareness, and communication skills (written and verbal) by participating in on-line discussion (written), and in-class discussions (verbal).

EDUCATIONAL OBJECTIVES

The primary objective in this course is to introduce students to research, its goal, purpose and methodology. The secondary objectives are to enable students to learn how to identify and select a research problem, write a proposal, design and conduct research, write a report, make a presentation, and defend the project.

COURSE LEARNING OUTCOMES AND ASSESSMENT¹

No.	Course Learning Outcome	Program Learning Outcomes (PLOs)	Institutional Learning Outcomes (ILOs)	Assessment Activities/Tasks
1	Confirm an understanding of the nature of a business problem, and ability to translate it into a research problem.	1,2, and 6	1b, 2b and 7b	Group Project, Examinations, On-line Discussions, and In-class Discussions
2	Go through major phases and steps in the research process.	2, 4 and 5	4b, 5b, and 6b	Research Project Plan
3	Develop research designs, and use data sources.	1, 2 and 4	2b, 4b and 6b	Research Project Plan
4	Demonstrate familiarity with established business research methods, such as sampling experiments, hypothesis testing, comparative analysis, and cyber intelligence.	1, 2, and 5	2b, 6b, and 7b	Research Project, Examinations
5	Select data samples and deal effectively with general measurement issues.	1 and 2	2b and 7b	Research Survey
6	Display complete awareness of fundamentals of survey research and basic methods for communication with survey respondents.	2, 4, 5 and 6	1b, and 2b	Research Survey, Examinations
7	Write high quality reports, make presentations, and defend research projects.	3 and 5	2b and 6b	Project Report (s), Project Briefing.

INSTRUCTION PROCEDURE AND METHODOLOGY

This class will be conducted interactively in the face-to-face sessions and also on-line. All students will participate in class discussions, formal presentations, and in-class exercises. Short oral presentations may also be required in conjunction with homework assignments. Assignments will

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

be given weekly and may consist of textbook exercises and research questions. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the **specified due dates**. Plagiarism will result in the grade “F” and a report to the administration.

Students are expected to utilize their personal laptop computers, the computer lab, and the resources available in the school library.

TIME SPENT ON OUT-OF-CLASS WORK

The estimated time which a student should spend on out-of-class work/assignments in this course is 6 hours every week (about 90 hours for the course).

COURSE PROJECT

Every student must complete and submit a research proposal as a course project.

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.

EXAMINATIONS

Both, midterm and final examination questions will require written essay answers. Each exam includes six questions. The essay answer must be written clearly, and organized/formatted to facilitate easy reading and comprehension, structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The final exam will cover the chapters/topics listed in the second half of the course schedule. The exams are neither “open book” nor “open notes.” If a student understands the subject matter associated with various topics covered in the class, it will not be necessary to her/him to memorize any course content to do well in the two exams.

GRADING AND SCORING

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	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

The final grade for the course will be given as the total weighted score for all activities according

to the percentage shown in the table below.

Activity	Time/Schedule	Percent of Course Grade
Gradable discussions, on-line (CANVAS) and in-class, weekly	Every week	25%
Course Project	Throughout the term	35%
Mid-term exam	In the middle of the term	20%
Final exam	Last week of the term	20%

If both grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the project and classroom activities.

MAKE-UP WORK

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed unless there is a documented emergency.

COURSE SCHEDULE

Week	Date	Topic	Chapters	
			Lecture	Textbook
1	Jan. 19	<ul style="list-style-type: none"> Overview of course objectives and class activities <p>Nature of Research</p>	Ch. 1	Ch. 1
2	Jan. 26	(a) Methodology of Research (b) Research Process <ul style="list-style-type: none"> Creation of Project Teams Selection of Project Topics 	Ch. 2 Ch. 3	Ch. 2
3	Feb. 2	(a) Selecting Research Problem (b) Data Search, Bibliography, and Review of Literature <p>Submission of Project Proposals</p> <ul style="list-style-type: none"> On-line Discussion 1 In-class Discussion 1 	Ch. 4 Ch. 5	Ch. 3 Ch. 4
4	Feb. 9	(a) Hypotheses (b) Developing Research Design <ul style="list-style-type: none"> On-line Discussion 2 In-class Discussion 2 	Ch. 6 Ch. 7	Ch. 5 Ch. 6
5	Feb. 16	Writing Research Proposal <p>Project Status Review</p> <ul style="list-style-type: none"> On-line Discussion 3 In-class Discussion 3 	Ch. 8	--
6	Feb. 23	Data Collection and Measurements <ul style="list-style-type: none"> On-line Discussion 4 In-class Discussion 4 	Ch. 9	Ch. 7, 8, 10
7	Mar. 2	(a) Data Collection and Measurements (b) Probability <p>Submission of Project Status Report 1</p> <ul style="list-style-type: none"> On-line Discussion 5 In-class Discussion 5 	Ch. 9 Ch.10	Ch. 11-12

8	Mar. 9	MID-TERM EXAMINATION		Ch. 1 to Ch. 10
9	Mar. 16	Spring Break-No Class		
10	Mar. 23	(a) Expectation and Risk (b) Statistics • <i>On-line Discussion 6</i>	Ch.11 Ch.12	Ch. 11 Ch. 12
11	Mar.30	(a) Sampling (b) Survey Project Status Review • <i>In-class Discussion 6</i>	Ch. 13 Ch. 14	Ch. 13 Ch. 14
12	Apr. 7	(a) Comparative Analysis (b) Deriving Conclusions • <i>On-line Discussion 7</i> • <i>In-class Discussion 7</i>	Ch. 15 Ch. 16	Ch. 15 Ch. 16
13	Apr. 13	(a) Writing Research Report (b) Plagiarism Submission of Project Status Report 2 • <i>In-class Discussion 8</i>	Ch. 17	Ch. 17
14	Apr. 20	(a) Research Ethics (b) Defending Project and Publishing Papers • <i>In-class Discussion 9</i>	Ch. 17	Ch.17
15	Apr. 27	Course Project Presentation • <i>On-line Discussion 8</i>		
16	May 4	Submission of Final Project Report FINAL EXAMINATION	Ch.11 to Ch. 17	

OTHER COMMENTS

- Please participate. 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/slide printouts on the material covered from a classmate or the instructor.
- 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.

Date of Last Modification: Dec. 28, 2018