



Lincoln University

BA 312 – Business Research Methodology

COURSE SYLLABUS

Summer 2023

Instructor: Prof. Alexander Anokhin, PhD

Credits: 3 units / 45 hours

Level: Mastery 2 / (M2)

Schedule: Tue & Thu, 3:30 pm – 6:15 pm

Email: aanokhin@lincolnuca.edu

Textbook: Bryman, A.; Bell, E. (2019) *Business Research Methods*. Oxford: OUP, 5e, ISBN: 9780198809876

Last Revision: June 6, 2023

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

EDUCATIONAL OBJECTIVES

The primary objective of this course is to introduce students to business research, its purpose, and methodology. The secondary objectives include enabling students to identify a research problem, write a proposal, design, and conduct data collection.

COURSE LEARNING OUTCOMES

	Course LO	Program LO	Institutional LO	Assessment
1	Demonstrate an understanding of the scientific method as well as requirements for a high-quality research.	PLO 2	ILO 1b, ILO 2b, ILO 4b	In-class activities, course project
2	Be able to clearly communicate research purpose, methods, and results to all relevant stakeholders.	PLO 3	ILO 2b, ILO 7b	In-class activities, course project
3	Clearly identify a business problem and propose research activities that aid decision-making.	PLO 4	ILO 4b, ILO 5b, ILO 6b	In-class activities, course project
4	Develop and implement a framework for collecting and analyzing data relevant to a business decision; be familiar with major research designs, approaches, and methods.	PLO 5	ILO 1b, ILO 2b, ILO 4b	Final exam
5	Analyze the ethical implications of research process and be able to formulate effective and rigorous research strategy	PLO 6	ILO 3b	In-class activities, course project

PROCEDURES AND METHODOLOGY

Lecture method is combined with in-class activities 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.

This course contains a lot of theoretical and abstract ideas that can only be made practical through class activities and discussion. Therefore, class participation is essential to the success of the course.

CLASS RULES

1. Class attendance is required. Attendance will be taken each class at a time chosen by the instructor.
2. Students are required to arrive to class on time. Showing up late disturbs the natural flow of the lecture and affects everyone's experience.
3. All in-class activities, exams, and projects must be completed and handed in on time.
4. Detected cheating/plagiarism will result in "F" for the assignment/exam.

FINAL EXAM

The final exam will consist of questions based on lectures, assigned chapters and supplementary reading as well as practical assignments.

The final exam will be comprehensive, with a special emphasis given to several key topics of the course (this will be further explained in class).

COURSE PROJECT

Every student must prepare a research proposal.

The topic of the research proposal, possible data collection tools will be selected during a number of in-class assignments. The project will culminate in an in-class presentation during the last class of the course.

Students are expected to present their research proposals during the class (using visual aids).

Group Project Grading Criteria:

- Content
- Use of time
- Style

Research projects must comply with the Lincoln University guidelines.

RESEARCH PROJECT

Each student must complete a research project in addition to the coursework described in this syllabus. The project consists of conducting research in accordance with the research proposal developed during the course. The specific outline for the research project will be provided and discussed in class.

The project requires approximately 45 hours of self-study in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style).

Evaluation of the student's work will be done using the following rubric:

RESEARCH PROJECT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete,	The statement of a research problem is absent.

	thought provoking		lacking precision.	
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Data collection and analysis</i>	Collected data are of excellent quality; data analysis is thoughtful and allows to answer the research question.	Collected data are of appropriate quality; data analysis allows to answer the research question.	Collected data are of questionable quality; data analysis does not allow to fully answer the research question	Collected data are of poor quality; research question is unanswered.
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations. The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted

GRADING POLICY

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

Participation	25%
Research Project	25%
Midterm Exam	20%
Final Exam	30%

COURSE SCHEDULE

	Topic	Chapter	Assignment
June 13	Introduction. What is research? Ontology and epistemology of business research. Quantitative v. Qualitative	Ch. 1-2	
June 15	Research Problem Definition. Value of research questions.	Ch. 4	Assignment 1. Problem Definition
June 20	Research Designs: Cross-sectional, Longitudinal, Experimental, Comparative, Case Study. Which one to choose?	Ch. 3	Discussion 1. Selecting Research Design
June 22	Literature Review. Writing a thesis / internship report.	Ch. 5	Assignment 2. Case Study: MontGras Winery
June 27	Research methods: Structured Interview / Self-completion Questionnaire.	Ch. 10, 11	Discussion 2. Questionnaire Evaluation
June 29	Research methods: Experimental method.	Slide deck	Assignment 3. Experiment Design
July 6	Midterm Exam	Ch. 1-5, 10-11, 17, 21. Slide decks.	

July 11	Qualitative research. Focus group.	Ch. 17, 21	Assignment 4. Focus Group Analysis.
July 13	Sampling	Ch. 9, 18	Course Project Draft Due
July 18	Data analysis	Ch. 15, 24	
July 20	Course project presentations		
July 27	Final exam	Comprehensive	