



Lincoln University

BA 312 – Business Research Methodology

COURSE SYLLABUS

SPRING 2024

Instructor: Alex Anokhin, Ph.D.
Lecture Schedule: Tuesday, 9:00 AM – 11:45 AM
Office Hours: Tuesday, 11:45AM – 12:30 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 / (M2)
Email: aanokhin@lincolnuca.edu;

Required textbooks: Bryman, A.; Bell, E. (2018) *Business Research Methods*. Oxford: OUP, 5e, ISBN: 9780198809876.

Crano, W.D., Brewer, M.B., and Lac, A. (2014). *Principles and methods of social research*. 3rd Ed. Taylor & Francis. ISBN: 978-0-415-63856-2

Last Revision: January 10, 2024

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.

These objectives are deceptively simple: in reality, in order to understand what differentiates good quality research from poor quality one, we will need to dig deep into a number of disciplines, including measurement theory and statistics.

This course aims to both provide a bird-eye view of research process, designs, and methods, as well as create a solid understanding of some of the more technical aspects of business research methodology.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO
1	Demonstrate an ability to conduct high-quality research to solve problem related to the functioning of a modern enterprise	PLO 3	ILO 7b
2	Clearly identify a business problem and propose research activities that aid decision-making.	PLO 4	ILO 1b, ILO 3b
3	Analyze the ethical implications of research process and be able to formulate effective and rigorous research strategy	PLO 5	ILO 3b
4	Be able to clearly communicate research purpose, methods, and results to all relevant stakeholders.	PLO 6	ILO 2b
5	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 7	ILO 6b

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.
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. All course materials are available to students on Canvas LMS:
lincolnuca.instructure.com

ACADEMIC INTEGRITY

Lincoln University is an institution of higher learning committed to exemplary standards academic honesty and integrity. As member of Lincoln University community, students, faculty, and staff share a responsibility in maintaining this

¹ Detailed description of learning outcomes and information about the assessment procedure are available at <https://acqa.lincolnuca.edu/learning-outcomes-assessment/>.

commitment. Academic dishonesty (e.g., instances of plagiarism, cheating, forgery, etc.) will not be tolerated and will result in unsatisfactory academic performance.

EXAMS

The exams (midterm and final) will consist of questions based on lectures, assigned chapters and supplementary reading as well as case studies / practical assignments. The final exam will be comprehensive.

GROUP/INDIVIDUAL PROJECT

Every student must prepare an individual research proposal.

The topic of the research proposal, possible data collection tools will be developed in course assignments. The project will culminate in an online video presentation during the penultimate class of the course. Students are expected to present their research proposals during the class using visual aids as well as submit a written report.

Group Project Grading Criteria:

- Content
- Use of time
- Style

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

Assignments	15%
Online discussions	15%
Group Project	20%
Midterm Exam	20%
Final Exam	30%

COURSE SCHEDULE

	Topic	Textbook	Assignment	Online Discussion
1	The nature and process of business research a. What is business research b. The process c. Research questions d. Concepts and theories e. Literature review f. Sampling g. Data collection h. Data analysis i. Write-up	<i>Bryman, Ch. 1</i>	Assignment 1: Research in Real Life.	Online Discussion 1.1: Future Research Project Ideas Online Discussion 1.2: Choice of Methods
2	Formulating Research Questions a. Applied and fundamental research b. Problem definition process c. Role of the research proposal	<i>Bryman, Ch. 4</i>		Online Discussion 2.1: Sources of Research Questions Online Discussion 2.2: Formulating Research Questions
3	Approaches to business research a. Theory b. Deductive, inductive, abductive approaches c. Epistemology d. Positivism e. Interpretivism f. Ontology g. Objectivism h. Constructionism i. Quantitative and qualitative research strategies	<i>Bryman, Ch. 2</i>	Assignment 2: Research Questions and Strategy	Online Discussion 3.1: Ontology of Business Research Online Discussion 3.2: Quantitative Research v. Qualitative Research
4	Research designs a. Overview of Quality Criteria b. Reliability c. Replication d. Validity e. Experimental design f. Cross-sectional design	<i>Bryman, Ch. 3</i>	Assignment 3: Selecting Research Design	Online Discussion 4.1: Validity Online Discussion 4.2: Selecting Research Design

	g. Longitudinal design h. Case study i. Comparative design			
5	Literature review a. Systematic review b. Narrative review c. Keywords and defining search parameters d. Referencing and bibliography e. Plagiarism	<i>Bryman, Ch. 5</i>		Online Discussion 5.1: Narrative or Systematic? Online Discussion 5.2: Plagiarism and Academic Integrity
6	Ethics in business research a. Ethical principles b. Informed consent c. Avoidance of harm d. Protection of privacy e. Truthfulness	<i>Bryman, Ch. 6</i>	Assignment 4: Evaluating Ethical Issues	Online Discussion 6.1: Milgram's Experiments. Online Discussion 6.2: Meaning of informed consent
7	Midterm Exam	<i>Bryman, Ch. 1 - 6</i>		
8	Experimental research	<i>Crano, Ch. 3</i>	Assignment 5: Experimental Design Scenario Analysis	
9	Non-experimental research	<i>Crano, Ch. 9</i>	Assignment 6: Demographic characteristic	Online Discussion 7.1: Correlational Analysis v. Regression Analysis
10	Questionnaire Construction a. Avoiding mistakes in questionnaire design b. Question sequence c. Pre-testing	<i>Bryman, Ch. 11</i>	Assignment 7: Canterbury Travels	Online Discussion 8.1: Questionnaire Evaluation Online Discussion 8.2: Leading Questions
11	Observation Research a. Overview b. Observation of physical objects c. Content analysis	<i>Bryman, Ch. 12</i>	Assignment 8: Draft of the Research Proposal	Online Discussion 9.1: Restaurant in La Paz, Bolivia

				Online Discussion 9.2: Combining observations with other methods
12	<p>Focus Groups</p> <ol style="list-style-type: none"> Nature of qualitative research Quality criteria Conducting focus groups Software-based qualitative data analysis (MAXQDA demo) 	<i>Bryman, Ch. 17, 21</i>		Online Discussion 10.1: Uses of Qualitative Research
13	<p>Sampling</p> <ol style="list-style-type: none"> Importance of sampling Probability sampling techniques Non-probability sampling techniques Determining sample size Qualitative sampling 	<i>Bryman, Ch. 8</i>	Assignment 9: Select sampling method	<p>Online Discussion 11.1: Which sampling frames to use?</p> <p>Online Discussion 1.2: Probability v. non-probability sampling</p>
14	Course Project Presentations			
15	Final Exam	<i>Comprehensive</i>		