

**BA 301 Business Research Methodology**  
Spring 09 Dr. Bergerud 510-525-0930 [ricket2@prodigy.net](mailto:ricket2@prodigy.net)

**Description:** In this course we shall examine the skills required to research topics related to business and to develop the best way to communicate the findings both in verbal presentations and in papers.

**Purpose:** As the MBA program requires students to undertake research in almost every class, as well as crafting a major research project to gain the degree, students will find the development of research skills valuable in future courses. More importantly, the MBA program serves to prepare the student for a future career in business. At whatever level the ability to analyze problems, find and evaluate sources and, above all, communicate one's thoughts clearly will be key to success in almost any professional field.

**Student Responsibilities:** Students are required to attend class. We shall be examining a wide range of materials that either are a part of advanced research or show research methods as used by professionals in the craft. I will provide these materials to the students via email on a weekly basis as soon as we get a mailing list up and running.

**Grades:** Grades shall be based upon two small research projects, an oral presentation (perhaps as part of a group) and a final paper designed to show analytical skills.

**SCHEDULE:**

Week 1 : January 12, Introduction  
Week 2 : January 19, Holiday  
Week 3 : January 26, Logic and Rhetoric  
Week 4: February 2, Deductive Reason  
Week 5: February 9, Inductive Reason  
Week 6 : February 16, Holiday  
Week 7: February 23 Scientific Method  
Week 8: March 2 Analysis and Prediction  
Week 9: March 9 Analysis and Advocacy  
Week 10: March 16 Primary Sources  
Week 11: March 23 Secondary Sources  
Week 12: March 30 Fallacy and Manipulating Sources  
Week 13 : April 6 Choosing Research Topics  
Week 14: April 13 Creating an Outline  
Week 15: April 20 Research Writing Style  
Week 16: April 27 Verbal Presentations  
May 5-11 Final Exams