



LINCOLN UNIVERSITY

BA 306 **Business Research Methodology**

COURSE SYLLABUS

Department of Business and Economics

Spring, 2010

Lecture Schedule: Monday, 12:30 PM – 3:15 PM
Credit: 3 units
Instructor: Prof. Sergey Aityan
Office Hours: Monday, 11:00 AM – 12:00 PM
Thursday, 11:00 AM – 12:00 PM
Students are advised to schedule appointments on the appointment list on the board at the professor's office that will ensure exact appointment time without waiting.
e-mail: aityan@lincolnuca.edu
☎: (510) 628-8016

Textbook:

1. Main Textbook:
William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin, (2006), Business Research Methods, 8th Edition, Thomson South-Western, 736 pp. (ISBN: 978-1439080672).
*** previous editions of this book are okay too ***

2. Course lectures notes:
Sergey Aityan, "Business Research Methodology," the online course notes on <http://elearning.lincolnuca.edu>.

Last Revision: January 5, 2010

CATALOG DESCRIPTION

The course objective is to prepare the student for the later BA 399, MBA Research Project. 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, BA 301, BA 304, BA 320

COURSE OBJECTIVES

To introduce students to research, its goal, purpose and methodology. Students will 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. Learning objectives are:

- To understand the nature of a business problem and translate it into a research problem.
- To learn major phases and steps in the research process
- To learn how to do research designs, and use data sources.
- To become familiar with major research methods in business such as sampling experiments, hypothesis testing, comparative analysis, and cyber intelligence
- To learn how to select samples and get familiar with general measurement issues.
- To understand fundamentals of survey research and basic methods of communication with respondents.
- To learn how to write reports, make presentations, and defend research projects.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity

COURSE PROJECT

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

REQUIREMENTS

Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing and “business case study” assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due. Plagiarism will result in the grade “F” and a report to the administration.

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.

EXAMS

Both, midterm and final exams are structured as written essay to answer to the given questions. The essay must be written 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 exams are neither “open book” nor “open notes.”

GRADING

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	Second part of March	30%
Final exam	Last week of the course	30%

SCORING

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+

73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

COURSE SCHEDULE

Lectures	Topic	Chapters
1	(a) About the Course (b) Nature of Research	Ch. 1
2	(a) Methodology of Research (b) Research Process	Ch. 2 Ch. 3
3	(a) Selecting and Formulating a Research Problem (b) Course Project Review	Ch. 4
4	(a) Literature Review (b) Hypothesis	Ch. 5 Ch. 5
5	(a) Research Design (b) Research Proposal	Ch. 6 Ch. 7
6	(a) Probability, Expectations and Risk (b) Distributions	Ch. 8 Ch. 9
7	(a) Sampling Experiments (b) Course Project Review	Ch. 10
8	(a) Hypothesis Testing (b) Designing and Conducting Survey	Ch. 11 Ch. 12
9	(a) Review (b) Midterm Exam	Ch. 1 - 12
10	(a) Comparative Analysis (b) Measurements, Scales, and Units	Ch. 13 Ch. 14
11	(a) Data Collection and Data Organization (b) Data Processing and Analysis	Ch. 15 Ch. 16
12	(a) Presenting Research Results (b) Deriving Conclusions	Ch. 17 Ch. 18

13	(a) Writing Research Report	Ch. 19
	(b) Course Project Review	
14	(a) Plagiarism	Ch. 20
	(b) Making Presentation and Defending Research Project	Ch. 21
15	Course Project Defense	
16	(a) Review	Ch. 1 – 21
	(b) Comprehensive Final Exam	

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 a classroom.