



# Lincoln University

## BA 306 – Business Research Methodology

### COURSE SYLLABUS

Summer, 2013

**Lecture Schedule:** Monday and Wednesday, 3:30 PM – 6:15 PM  
**Credit:** 3 units  
**Instructor:** Prof. Sergey Aityan  
**Office Hours:** Monday, 2:45 PM – 3:15 PM  
Thursday, 3:30 PM – 4:00 PM  
Students are advised to schedule appointments by signing their names on the appointment list which is located on the information board next to the professor's office that will ensure exact appointment time without waiting.  
**e-mail:** [aityan@lincolnuca.edu](mailto:aityan@lincolnuca.edu)  
**☎:** (510) 628-8016

**Textbook:**

- 1. Main Textbook:**  
William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin, (2008), *Business Research Methods*, 8th Edition, *Cengage Learning*, 674 p.  
ISBN-13: 978-1-4390-8067-2  
ISBN-10: 1-4390-8067-4  
\*\*\* 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:** June 5, 2013

### 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 or BA 241, BA 301, BA 304

### 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 exercises and business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity, must complete home tasks and course projects, and take quizzes and exams.

### **COURSE PROJECT**

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

### **REQUIREMENTS**

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing, home tasks, 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 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 AND SCORING**

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

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

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

|        |    |       |    |
|--------|----|-------|----|
| 94-100 | A  | 77-79 | C+ |
| 90-93  | A- | 73-76 | C  |
| 87-89  | B+ | 70-72 | C- |
| 83-86  | B  | 66-69 | D+ |
| 80-82  | B- | 60-65 | D  |
|        |    | 0-59  | F  |

**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**

| Lectures | Topic   | Chapters         |
|----------|---|------------------|
| 1        | (a) About the Course<br>(b) Nature of Research  | Ch. 1            |
| 2        | (a) Methodology of Research<br>(b) Research Process   | Ch. 2<br>Ch. 3   |
| 3        | (a) Selecting Research Problem<br>(b) Data Search, Bibliography, and Review of Literature<br>(c) Project Review | Ch. 4<br>Ch. 5   |
| 4        | (a) Hypotheses<br>(b) Developing Research Design  | Ch. 6<br>Ch. 7   |
| 5        | (a) Writing Research Proposal<br>(b) Project Review   | Ch. 8            |
| 6        | (a) Data Collection and Measurements<br>(b) Project Review  | Ch. 9            |
| 7        | (a) Probability<br>(b) Expectation and Risk   | Ch. 10<br>Ch. 11 |
| 8        | (a) Course Review<br>(b) Midterm Exam   | Ch. 1 - 11       |
| 9        | (a) Statistics  | Ch. 12           |

|    |   |            |
|----|---|------------|
|    | (b) Sampling                                | Ch. 13     |
|    | (c) Survey                                  | Ch. 14     |
| 10 | (a) Comparative Analysis                    | Ch. 15     |
|    | (b) Deriving Conclusions                    | Ch. 16     |
| 11 | (a) Writing Research Report                 | Ch. 17     |
|    | (b) Plagiarism                              | Ch. 18     |
|    | (c) Project Review                          |            |
| 12 | (a) Research Ethics                         | Ch. 19     |
|    | (b) Defending Project and Publishing Papers | Ch. 20     |
| 13 | Course Project Presentations                |            |
| 14 | (a) Course Review                           |            |
|    | (b) Comprehensive Final Exam                | Ch. 1 – 20 |

**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.