



# LINCOLN UNIVERSITY

## **Business Research Methodology (BA 306-I)**

**Spring, 2014 - Tuesday- 12:30pm – 3:15pm**

### **COURSE SYLLABUS**

Instructor: Dr. Arthur Ashurov  
Phone: (510) 628-8010  
E-mail: ashurov@lincolnuca.edu  
Credit: 3 Units = 45 Lecture Hours

*Performance. Competitiveness. Globalization. More than ever before, managers face decisions that require reliable information and a clear understanding of the firm's situation. Business research provides this information and understanding; it makes possible better decisions in marketing, operations, human resources, finance accounting, public relations, and other functional areas. Research is now an essential business tool, and the demand for MBA graduates who can handle business research projects continues to grow. This course will help Lincoln MBA students meet that demand and confront the challenges of today and tomorrow.*

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*

**Last Revision: January 14<sup>th</sup>, 2014**

#### **Required Textbooks:**

*Business Research Methods*, 9<sup>th</sup> Edition, 2013; William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin; South-Western, Cengage Learning, ISBN-13: 978-1-111-82692-5; ISBN-10: 1-111-82692-7

#### **Course Objectives:**

1. To understand the nature of a business problem and how to define it.
2. To learn to translate business problems into research problems.
3. To gain of basic and specific research designs, and available sources of data.
4. To become familiar with sample selection and general measurement issues.
5. To discuss fundamentals of survey research and basic methods of communication with respondents.
6. To develop the capability to undertake preliminary and descriptive data analysis.



# LINCOLN UNIVERSITY

7. To learn how to prepare, write and defend your research.

## **Attendance:**

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

**Dropping the class:** If you decide not to continue in the class, please call or go to Admissions and Records and drop yourself. You do not need to involve the instructor. **Do not assume that the instructor will drop you for not attending the class.**

## **Grading Policy:**

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

## **Exams:**

We will have two exams: midterm and final exam during the course. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are **not** “open book” or “open notes”.

Students for whom English is not a first language may use a dictionary during exams.

**ABSOLUTELY NO MAKEUP TESTS AND PROJECT ARE ALLOWED.**

## **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.



# LINCOLN UNIVERSITY

- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- 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.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd **or** foul language.

*The instructor reserves the right to change this syllabus.*

## **CLASS SCHEDULE:**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Reading Assignment</b>
Tue: 01/21	Orientation via Syllabus. Introduction to Course. Team Project Assignment. Chapter 1.	Ch.1
Tue: 01/28	Chapters 2, 3	Ch. 2, 3
Tue: 02/04	Chapter 4, 5	Ch. 4, 5
Tue: 02/11	Chapter 6, 7	Ch. 6, 7
Tue: 02/18	Chapters 8, 9	Ch.8, 9
Tue: 02/25	Chapter 10. Midterm Exam review	Ch. 10
Tue: 03/04	<b>Midterm Exam (Chapters 1-10)</b>	
Tue: 03/11	Midterm Exam Results Review. Chapter 11	Ch.11
Tue: 03/25	Chapters 13, 14	Ch. 13, 14
Tue:	Chapters 15, 16	Ch. 15, 16



# LINCOLN UNIVERSITY

04/01		
Tue: 04/08	Chapters 18,19	Ch. 18, 19
Tue: 04/15	Chapters 20, 25	Ch. 20, 25
Tue: 04/22	Team Project Presentation.	
Tue: 04/29	Team Project Presentation. Final Exam review	
Tue: 05/06	<b>Final Exam (Chapters 11 - 25)</b>	

**NOTE:** *This schedule may be subject to change.*