



APPLIES TO ACADEMIC YEAR 2006/2007

## EXC 2400 Business Research Methods

### Program

Bachelor in Business Administration - (2. year)

### Responsible for the course

Ulf Henning Olsson, Ragnhild Silkoset

### Department

Economics

### Term

According to study plan

### ECTS Credits

6

### Objective

The primary objective of this course is to teach the students various techniques and methods in marketing research. Major emphasis is given to designing research projects in relation to decision problems in businesses and organizations. The students should also be able to conduct simple types of data analysis themselves, and application of statistic in this connection is central.

### Prerequisites

Basic course in statistics from the Foundation Program in Business administration or other corresponding courses.

### Compulsory literature

#### Books:

Cooper, Donald R. and Pamela S. Schindler. 2006. Business research methods. 9th ed.. Boston : McGraw-Hill

Easterby-Smith Mark, Richard Thorpe and Andy Lowe. 2002. Management research. 2nd ed. London: Sage

### Recommended literature

### Course outline

#### Part 1

1. Introduction to management research
2. Research philosophy
3. Formulating the research problem
4. Secondary data and standardized data sources
5. Qualitative research
6. Survey research
7. Types of samples and sample size
8. Reliability and validity

#### Part 2

9. Hypothesis testing
10. Variance analysis
11. Regression analysis
12. Factor analysis

#### Part 3

13. Applying method and dataanalysis in projects

### Computer-based tools

This course requires use of computer resources. Recommended software is SPSS.

### Course structure

The course consists of 45 lecturing hours, hereof 36 hours for lectures, 3 hours for exercises in class, and 6 hours for practical SPSS training. Additionally, the students are expected to spend time on exercises and assignments.

**Evaluation**

The course is evaluated through a 4 hour written exam at the end of the semester. The written exam is divided into two parts. 40% will be based on a case that is distributed at semester start. The students are encouraged to work with this case individually, since the results will be used in the written exam. The case follows the course through the semester. The other 60% of the written exam builds on questions from the literature in the course. The written exam is given a regular letter grade.

The students must pass both parts of the written exam to obtain course credits.

**Evaluation code(s)**

EXC 24002 – Written exam, accounts for 100% of the final grade in the course EXC 2400 Business Research Methods, 6 ECTS credits.

**Aids at the examination**

Simple calculator (from spring 2007).

**Makeup exam**

A makeup exam is held in every term. Autumn 2006 a last re-sit exam in EXC 24001 Term paper will be given. Students who wants to be referred for re-examination spring 2007 must enter for the written exam including case. The case will be published at following web-adress: <http://web.bi.no/info/bb.nsf/wOppgaver?OpenView> and be available all term. Case must be solved individually.