



APPLIES TO ACADEMIC YEAR 2009/2010

EXC 2400 Business Research Methods

Programme

Bachelor in Business Administration (2. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

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 reading

Books:

Cooper, Donald R. and Pamela S. Schindler. 2008. Business research methods. 10th ed.

Boston : McGraw-Hill

Easterby-Smith, Mark, Richard Thorpe and Paul R. Jackson. 2008. Management research. 3rd ed. Los Angeles : Sage

Recommended reading

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 data analysis 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.

Examination

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.

Exam code(s)

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

Examination support materials

BI-approved exam calculator. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary. <http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course was lectured for the last time autumn 2009. Re-sit exam will be offered every term even spring 2012.

Additional information