



APPLIES TO ACADEMIC YEAR 2010/2011

EXC 2123 Business Research Methods

Programme

Bachelor in Business Administration (BBA) (2. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

This course provides a basic introduction to the use of research methods related to strategic choices and decisions in companies. The course is based on theories within statistics, business management, strategy and marketing.

Learning outcome

Acquired Knowledge

Both qualitative and quantitative analysis techniques will be addressed in the course and will develop the students' ability to make critical reviews. Business research knowledge provides guidance for students when interpreting information related to scientific standards. Students will learn to organize, summarize, and discuss results from research according to the scientific principles for research.

Acquired Skills

Students shall be able to:

- Independently develop, adapt, correct, and communicate their own research and be able to understand, evaluate and utilize the research of others.
- Identify and define problems and challenges in the organization and in the market.
- Work systematically and scientifically to provide information that can be used for the decision making.

Reflection

The course will raise student's awareness, and develop their attitude in accordance with values related to scientific thinking within research methodology.

Prerequisites

Introduction to statistics for economy and administration

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. Factor analysis is not part of the course

Other:

Literature by the lecturer

Recommended reading

Course outline

- Develop and manage projects, specify the problem definitions
- Research model and hypotheses
- Information sources within secondary data sources and primary data
- Qualitative techniques and analysis
- Quantitative techniques and analysis
- Reporting and implementation

Computer-based tools

A recommended computer tool is SAS JMP

Learning process and workload

The course has 40 contact hours. Of these, 28 hours of lectures will focus on the syllabus. 6 hours consist of training in SAS JMP and 6 hours are spent on a portfolio. Exercises in the use of SAS JMP will take place in the auditorium using laptops or in the computer lab.

The course includes a portfolio with a total of three hand-in assignments. The portfolio is based on:

1. planning the design and problem definition of a research project,
2. conducting a qualitative study with analysis and discussion
3. conducting a quantitative survey with analysis and discussion.

Each submission should be between 4 and 8 pages of text in accordance with BI's template. The portfolio can be completed individually or in groups of up to 3 students. Students will receive feedback on each of the hand-ins in the form of written feedback or plenary feedback. Students will have an opportunity to correct their portfolio before the final submission. The completed portfolio assignment accounts for 40% of the final grade in the course.

Recommended time spent in the course:

Activity	Hours
Participation in the teaching	28
Participation in the portfolio review and computer tool supervision	12
Working on the portfolio	74
Preparation for the lectures/ reading literature	56
Exercises and examination	30
Recommended total use of time	200

Use of hours

28 hours - Lectures

12 hours - Teaching SAS JMP and portfolio feedback

5 hours - Preparation and updating teaching activities (course responsibility)

45 hours total

Examination

The students will be tested in two exams, both of which must be completed and passed before a grade for the course is awarded. The assessment will be published by the end of the semester.

Part 1 – The portfolio is completed individually or in groups of up to 3 students. The portfolio must be submitted before the written exam, and the document will be between 4000-4500 words, exclusive of front page, table of contents and reference list, using BI's template. Attachments are not accepted. There will be plagiarism control of the portfolios.

Part 2 – A three-hour individual written exam.

Examination code(s)

EXC 21231 Portfolio, accounts for 40% towards the grade in EXC 2123 Business Research Methods, 7.5 ECTS.

EXC 21232 written examination, accounts for 60% of the grade in EXC 2123 Business Research Methods, 7.5 ECTS.

Examination support materials

All support materials are allowed with respect to the portfolio.

The BI defined calculator is allowed on the written exam. TEXAS INSTRUMENTS BA II Plus™

Re-sit examination

A re-sit examination for the portfolio is held in connection with the next regular course.

A re-sit for the written exam is held in connection with the next regular course.

Re-sit exams can be taken separately.

Additional information

