



APPLIES TO ACADEMIC YEAR 2014/2015

EXC 2123 Business Research Methods

Programme

Bachelor of Business Administration (3. year), Exchange Program

Responsible for the course

Ragnhild Silkoset

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 addresses how to identify and define problems and challenges in the organization and in the market, and how to work systematically and scientifically to provide information that can be used for the decision making. The course is based on theories within marketing, consumer behavior, statistics, business management and strategy.

Business research knowledge will provide guidance for the students when interpreting information regarding scientific standards. The course will develop the students' abilities to make such critical reviews. Both qualitative and quantitative analysis techniques will be addressed in the course.

Learning outcome

Acquired Knowledge

After finishing the course the students will be able to organize, summarize, and discuss results from research according to the scientific principles for research.

Acquired Skills

After finishing the course the students will be able to independently develop, adapt, correct, and communicate their own research, in addition to understanding, evaluating and utilizing the research of others.

Reflection

The course shall raise student's awareness, and develop students' attitudes 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., Pamela S. Schindler. 2014. Business research methods. 12th ed. McGraw-Hill/Irwin
Easterby-Smith, Mark, Richard Thorpe and Paul Jackson. 2012. Management research. 4th ed. Sage

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 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 JMP and 6 hours are spent on a portfolio. Exercises in the use of JMP will take place in the auditorium, using laptops, or in the computer lab.

The course includes a portfolio with a total of three submissions. The portfolio is based on

- I. planning the design and problem definition of a research project
- II. conducting a qualitative study with analysis and discussion
- III. conducting a quantitative survey with analysis and discussion.

The portfolio can be completed individually or in groups of up to 3 students. Students will receive feedback on each of the submissions in the form of written feedback or plenary feedback. Students will have an opportunity to correct their portfolio before the final submission. Students in the course must participate in research experiments at BI. The experiments will be organized within specific deadlines during the semester. The experiment can be done either electronically or at the experiment lab at BI Nydalen. An evaluation of experiments as method to understand consumer behavior shall be included in the portfolio. The completed portfolio assignment accounts for 60% of the final grade in the course. In addition, the students will be individually tested using a written exam which 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	84
Preparation for the lectures/ reading literature	56
Exercises and examination	20
Recommended total use of time	200

Use of hours

28 hours - Lectures

12 hours - Teaching JMP and portfolio feedback

5 hours - Preparation and updating learning process. (course responsible).

45 hours total

Examination

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

Part 1 – The portfolio can be completed individually or in groups of up to 3 students. The portfolio will be between 4500 and 5000 words, exclusive of the front page, table of contents and reference list. Only the study guide and survey questionnaire are accepted as attachment. There will be plagiarism control of the portfolios. (4000 - 4500 words is sufficient in the portfolio for students taking re-sit examination in EXC 21231 where the portfolio accounts for 40% of the final grade).

Part 2 – A three-hour written exam.

Examination code(s)

EXC 21233 Portfolio assessment accounts for 60% of the grade in EXC 2123 Method and Data Analysis, 7.5 ECTS.

EXC 21234 Written exam - accounts for 40% of the grade in EXC 2123 Method and Data Analysis, 7,5 ECTS.

Examination support materials

Portfolio - All support materials are allowed: with respect to the portfolio.

Written examination - The BI defined calculator is allowed on the control exam. TEXAS INSTRUMENTS BA II Plus™

One bilingual dictionary may also be used at the control examinations. Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary. https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx

Re-sit examination

A re-sit for the EXC 21233 portfolio 60 % is held in connection with the next regular course.

A re-sit for the EXC 21234 written exam 40 % is held in connection with the next regular course.

A re-sit for the EXC 21231 portfolio 40 % is held autumn 2013 and last time autumn 2014.
A re-sit for the EXC 21232 written exam 60 % is held autumn 2013 and last time autumn 2014.

Re-sit examinations can be taken separately.

Additional information