



APPLIES TO ACADEMIC YEAR 2015/2016

GRA 6836 Research Methodology for Strategy

Programme

Master of Science in Business (Logistic - Supply Chains and Networks), Master of Science in Business (Strategy)

Responsible for the course

Lars Huemer

Department

Department of Strategy

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Students participating in this course will be guided towards the completion of a research proposal. The main aim of the course is to provide students with the knowledge and skills in order to successfully complete a master's thesis.

The first part of the course covers the philosophical underpinnings of research in the strategy field. This includes the fundamentals of research design. The main section of the course covers both qualitative and quantitative research methods.

Learning outcome

Acquired knowledge

- (i) To understand how to write a research proposal.
- (ii) To gain knowledge of concepts and tools to collect and analyse data for strategy research.
- (iii) To understand and appreciate the strengths and weaknesses of different methodologies and data sources.
- (iv) To gain a broader understanding of advanced information search strategies.

Acquired skills

- (i) To be able to compare and contrast different research designs.
- (ii) To be able to compare and critique different research designs, methodologies and data collection methods.
- (iii) To be able to design samples, research questions and research proposals appropriately.
- (iv) To be able to use and evaluate advanced methods for information 'harvesting' and search techniques, and critically evaluate information sources.
- (v) To understand what a critical literature review is and how it can be designed and executed.

Reflection

- (i) To understand how research design influences and is influenced by the theme of interest.
- (ii) To appreciate how to conduct original research at the MSc level and evaluate the research process.

Prerequisites

All courses in the Masters programme will assume that students have fulfilled the admission requirements for the programme. In addition, courses in second, third and/or fourth semester can have specific prerequisites and will assume that students have followed normal study progression. For double degree and exchange students, please note that equivalent courses are accepted.

Compulsory reading

Books:

Bryman, Alan, Emma Bell. 2015. Business research methods. 4th ed. Oxford University Press

Collection of articles:

Various authors. Various articles. As detailed in the course outline

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

Introduction to the Research Process - philosophy of science, research proposals, research process, research ethics
Research Design - problems, questions, collection and design
Secondary Research and Analysis - literature searching, literature reviews, review articles.
Qualitative Research - assumptions, ideas, methodologies and methods
Computer-assisted data analysis
Research ethics

Qualitative and quantitative methodology, either one or combined, with a focus on the needs of designing strategy research

During the semester there will be thesis seminars to guide the students towards writing a thesis registration form. This is conducted outside the course.

Computer-based tools

SPSS

Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

Students are expected to participate actively and to be well prepared before attending class.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

Examination

Term paper (55%)

Class participation (35%)

A completed and approved work assignment given by the library (10 %)

Form of assessment	Weight	Group size
Term paper	55%	
Class participation	35%	
Work assignment by the library	10%	

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment. This is a course with continuous assessment (several exam components) and one final exam code. Each exam component is graded using points on a scale from 0-100. The final grade for the course is based on the aggregated mark of the course components. Each component is weighted as detailed in the course description. Students who fail to participate in one/some/all exam components will get a lower grade or may fail the course. You will find detailed information about the points system and the mapping scale in the student portal @bi.

Examination code(s)

GRA 68363 (continuous assessment) accounts for 100% of the final letter grade.

Examination support materials

Permitted examination support materials for written examinations are detailed under examination information in the student portal @bi. The section on support materials and the use of calculators and dictionaries should be paid special attention to.

Re-sit examination

It is only possible to retake an examination when the course is next taught. The assessment in some courses is based on more than one exam code. Where this is the case, you may retake only the assessed components of one of these exam codes. All retaken examinations will incur an additional fee. Please note that you need to retake the latest version of the course with updated course literature and assessment. Please make sure that you have familiarised yourself with the latest course description.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves

with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask