



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN37, Business Administration: Research Strategy, 7.5 credits**

*Företagsekonomi: Forskningsstrategi, 7,5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-03-03 to be valid from 2016-03-03, autumn semester 2016.

### **General Information**

BUSN37 is a course in Business Administration at the advanced level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Acquire a thorough understanding of a variety of theoretical approaches to philosophy of science and applications thereof.
- Become aware of the institutional structures, organisations and elements (paradigms, funding, disciplines, university departments, journals, conferences, etc.) behind what is popularly thought of as “knowledge” and “objective science”.
- Thoroughly understand the meanings of and differences between the important research strategy concepts; problematisation, theoretical and practical contribution, research positioning, method and methodology.

### **Competence and skills**

- Show ability to navigate, choose and enter a research field both in the institutionalised and subject matter sense.
- Can write a proper research proposal; choosing a research field, getting to know the research field, finding a way to contribute to the research field, formulate the problem (problematization), formulate the theoretical and practical contribution, and finally begin reflecting (for later purpose in next semester's degree project) upon what methodology and empirical method that may follow from these choices.

### **Judgement and approach**

- Can critically evaluate different theoretical perspectives in relation to specific practical problems in the context of doing academic research.
- In an enlightened manner are able to reflect upon the distinctions between different concepts in introductory philosophy of science and applied research strategy.

### **Course content**

This is a course that aims to advance students' philosophical, critical, and analytical understanding of fundamental concepts academic research leans upon, and ultimately be able to master this conceptual understanding in order to initiate their own research strategy and knowledge generation.

Among the most important concepts are the following included:

- Theory
- Theoretical Contribution
- Problematization
- Positioning

### **Course design**

The course is divided into two parallel parts over the course.

In the first track a series of teacher-led lectures introduce the basic themes brought up in the course literature and the practical arrangements of the course. Student-led Socrates seminars on theory and theoretical contribution will be held when the number of students on the course allows it.

The second, and parallel, track is the practical application of what is being learnt in the first track. Here, students will start applying their knowledge and begin writing a research proposal in terms of problematization, positioning, aimed contributions, etc. Each group will be offered supervisions during this work-in-progress process. Guest lectures by other researchers from various disciplines (e.g. brand management, organization theory, statistics, critical theory, cultural theory) within the larger umbrella of business administration will also provide students with practical examples of their own work with research strategy

Finally, the course will conclude by turning the work-in-progress research proposal into a final home examination.

## Assessment

	Home exam
<i>Knowledge and understanding</i>	Showing engagement with, mastery of the conceptual content of the course literature, lectures and supervisions.
<i>Applying knowledge and understanding</i>	Writing the research proposal in accordance with the course content but also in line with the research field, and research discipline chosen.
<i>Making judgements</i>	Choosing the correct concepts and theories from the course literature and beyond
<i>Communication</i>	Write in correct, academic English with an adequate structure within and between paragraphs that supports a coherent, comprehensive and flowing argument.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** Definition: Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F (U) (Fail) 0-49.** The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale: Pass (D) / Fail U (F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## **Entry requirements**

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## **Further information**

The course BUSN37 cannot be combined with the courses BUSN27 in a degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSN37, Business Administration: Research Strategy

Applies from H16

1601 End Assignment, 7,5 hp  
Grading scale: Fail, E, D, C, B, A