



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN03, Business Administration: Research Methods, 5 credits**

*Företagsekonomi: Utredningsmetodik i internationell strategisk ledning, 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 2016-09-19 and was last revised on 2017-10-17. The revised syllabus applies from 2017-10-17, autumn semester 2017.

### **General Information**

The course BUSN03 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**

- Are able to account for the relationship between of theory, design and methods in effectively addressing research questions.
- Are able to account for the function and structure of research problems and their operationalization.
- Are able to account for the principles behind a literature review and theoretical framework.
- Are able to account for the key considerations affecting the design of a research project.
- Are able to account for different approaches and methods for collecting data through various qualitative and quantitative approaches, and to explain their

advantages and disadvantages.

- Are able to account for different methods and techniques for analyzing and presenting data.
- Are able to account for how the quality of qualitative research is assessed.
- Are able to account for the structure of a thesis and the functions of its various components.
- Are able to account for the ethical aspects of conducting and reporting research.

### **Competence and skills**

- Are able to analyze the relationship between of theory, design and methods in effectively addressing research questions.
- Are able to analyze and argue about the function and structure of research problems and their operationalization.
- Can demonstrate practical skills needed to search, identify and structure relevant literature.
- Are able to outline and discuss the key considerations affecting the design of a research project.
- Are able to practically conduct data collection through various qualitative and quantitative approaches.
- Are able to employ different methods and techniques for analyzing and presenting data.
- Are able to assess the quality of a research design or pieces of research.
- Are able to structure a thesis and connect its various components.
- Are able to conduct an argument about the ethical aspects of conducting and reporting research.

### **Judgement and approach**

- Are able to critically analyze and critique the relationship between of theory, design and methods in effectively addressing research questions.
- Are able to critically analyze and critique the function and structure of research problems and their operationalization.
- Are able to critically analyze key considerations affecting the design of a research project.
- Are able to critically analyze and critique the different approaches and methods for collecting data through various qualitative and quantitative approaches, in terms of their advantages and disadvantages.
- Are able to critically analyze and critique different ways of analyzing and presenting data.
- Are able to critically analyze and critique the various aspects of how the quality of research is assessed.
- Are able to critically analyze and critique various ways in which to structure a thesis.
- Are able to critically analyze and critique research and research reporting from an ethical point of view.

### **Course content**

The course introduces the student to various considerations and approaches involved in planning and executing an academic research project. This involves deciding on a topic, formulating a research problem, and operationalizing it into a research design that is appropriate given various constraints on time and resources. It also involves conducting and presenting a literature review, structuring a methodological approach in relation to suitable empirical materials, and applying appropriate methods for data

collection and analysis. Two additional aspects of the course involve how to critically assess research work in terms of quality, and how to discuss the various ethical aspects of social research in general and management research in particular.

Problem selection and formulation

Thesis structure

Literature review and theoretical frameworks

Research design

Data collection, analysis and presentation

Concepts of quality

Research ethics and philosophical underpinnings of research

## Course design

The course is conducted as a series of lectures and seminars structured in the following eight modules, where each module represents two 45 min lectures/seminars.

1. Introduction to research, research problems and thesis writing
2. Literature review
3. Types of research design
4. Qualitative research – data collection
5. Qualitative research – data analysis
6. Quantitative research – data collection
7. Quantitative research – analysis and presentation of results
8. Ethics in management research and course summary

## Assessment

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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 Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration)

## **Further information**

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 BUSN03, Business Administration: Research Methods

Applies from V19

1702 Home Examination, 5,0 hp  
Grading scale: Fail, E, D, C, B, A

Applies from V17

1601 Written Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A