

BUSR33, Business Administration: Research Strategy and Methods, 10 credits

Företagsekonomi: Forskningsstrategi och metod, 10 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2025-05-27. The syllabus comes into effect 2025-05-28 and is valid from the spring semester 2026.

General information

BUSR33 is a course in Business Administration at the advanced level.

Language of instruction: English

Main field of study *Specialisation*

Business Administration	A1N, Second cycle, has only first-cycle course/s as entry requirements
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Learning outcomes

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

Knowledge and understanding

- Demonstrate knowledge of the main methods applied within marketing and management research.
- Can account for and explain the relation between (i) the research problem, (ii) the empirical material needed, (iii) the nature of the phenomenon under study, and (iv) the method of data collection.
- Demonstrate an understanding of different philosophies of science and applications thereof as well as central concepts related to research strategy.
- Demonstrate an ability to reflect upon the strengths and limitations of different types of empirical material (data) and research methods.

- Understand the institutional structures and organizations (including paradigms, funding systems, and academic platforms) that influence the production and perception of scientific knowledge

Competence and skills

- Demonstrate an ability to argue for the suitability of methodological choices
- Can apply the course content when formulating a research problem, conducting a research project, analysing empirical material, and reflecting on research quality issues.
- Are able to communicate research orally, visually, and in writing
- Demonstrate an ability to analyse and visualize different kinds of empirical material (data)

Judgement and approach

- Demonstrate an ability to reflect upon problems related to knowledge claims and methodological choices.
- Are able to assess the appropriateness of theoretical perspectives in relation to research.
- Can reflect upon the distinction between different philosophies of science and central concepts related to research strategy.

Course content

This course aims to deepen students' understanding and skills related to research strategy, design, and methods. It encompasses a philosophical, critical, and analytical exploration of the fundamental concepts underpinning academic research. Students will gain a comprehensive understanding of various philosophies of science, associated concepts, and perspectives. The course will also enhance students' knowledge of commonly used methods for collecting and analysing data within marketing and management research.

Key areas of focus include:

- **Philosophies of Science:** Understanding different philosophical approaches and their implications for research.
- **Research Design:** Developing robust research designs that align with specific research questions and objectives.
- **Data Collection Methods:** Exploring qualitative and quantitative methods, such as surveys, interviews, experiments, and observational studies.
- **Data Analysis Techniques:** Learning how to analyse data using statistical tools, thematic analysis, and other relevant methods.
- **Critical Evaluation:** Assessing the quality and validity of research conducted by others, including peer-reviewed studies and market research reports.

By the end of the course, students will be equipped to conduct scholarly and business/market research in an informed and rigorous manner. They will also be able to critically review and assess the quality of research conducted by others.

Course design

The course is structured to provide a blend of theoretical knowledge and practical application through various teaching methods:

- Lectures: Delivering foundational knowledge and advanced concepts related to research strategy and methods.
- Supervisions and seminars: Facilitating in-depth discussions and critical analysis of research topics as well as offering guidance and feedback on group projects.
- Group Work: Encouraging collaboration through a group assignment where students develop a research question, design an empirical research project, execute it, and present their findings in a written report.

Assessment

The assessment framework is designed to evaluate both individual and collaborative efforts. Individual exam test students' understanding of course content, including theoretical concepts. Written group assignment assess the ability to work analytically and reflexive.

If a written sit-in exam is included in the examination, a student who is graded Fail (U) after two exams may be given an alternative assignment. The grade of this alternative assignment is U or E and should be made no later than the semester following the semester when the student was registered at the course.

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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

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.

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 (P) / fail (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 credits in Business Administration are required. These must include a course in basic Business Administration (e.g. FEKA10, Business Administration: Introductory Course, 30 credits).

Further information

The course BUSR33 cannot be combined with the courses BUSP37, BUSR31 and BUSR37 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.