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## SYLLABUS RESEARCH METHODOLOGY I

### LECTURER

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**SSBM web platform** <https://dba.e-ssbm.com>

**Consultation:** on demand

### INTRODUCTION

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The focus of this DBA level course is on social science research, in particular, research methods. We address different methodological perspectives including experimental type research as well as research in the applied context. Students will get a full understanding of basic statistical concepts and qualitative/quantitative analysis techniques. At the end of course, students would have developed the capacity to frame research questions, derive appropriate experimental research designs, and analyze the data collected from these designs. They would also acquire proficiency in the use of software for analyzing experimental data.

### COURSE GOALS

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The course is designed to acquaint researchers with the principles of experimental design, basic research designs used in social science research including qualitative and quantitative research design methods.

## COURSE OUTLINE

Topic
1.1 What Is A Research 1.2 Basic And Applied Research 1.3 Exploratory, Descriptive and Explanatory Research Nature 1.4 Choosing A Research Topic and Idea 1.5 Introduction and Rationale 1.5 Rationale Of Research 1.6 Problem Description 1.7 Research Question and Objective 1.8 Start With Writing 2.1 What Is A Literature Review 2.2 Sources Of Information For Literature Review 2.3 Let's Write_ Finding Literature For Your Research 3.1 What Is This _Research Onion_ 3.2 Choosing a Research Approach 3.3 Qualitative and Quantitative Research Design 3.4 What Are Research Strategies 3.5 Research Strategy_ Experiment 3.6 Research Strategy_ Survey 3.7 Research Strategy_ Case Study 3.8 Research Strategy_ Action Research 3.9 Research Strategy_ Narrative Inquiry 3.10 Cross Sectional vs Longitudinal Studies 3.11 Reliability and Validity Of Research 3.12 Role Of A Researcher 4.1 Selecting Samples For A Research 4.2 Probability Sampling 4.3 Non-Probability Sampling 5.1 Primary vs Secondary Data For Your Research 5.2 Participant Observation and Structured Observation 5.3 Use Of Interviews For Different Kinds Of Research 5.4 Collecting Primary Data Through Questionnaires

Professor will cover each topic by online video. After each lecture, students are encouraged to practice the related topics of each lecture by doing some literature review or exploring various online scholar databases.

## GRADING SYSTEM

We strongly advise the students to finish all the course, lecture after lecture as stated in syllabus, as there is a logical classification of topics as each new topic is based on the previous one.

### Grade elements:

- Research proposal: 100% (100 points)

Your task is the following one:

- You have to submit to your mentor 4-5 pages document (including citations and the first page) where you will write about the topic you would like to study
- You should structure your short research talk in the following way:

- 1) Introduction
- 2) Literature review
- 3) Discussion
- 4) Conclusion

- For the Introduction part you should briefly introduce the topic of your study (e.g., why your topic is important? why you would like to study it? why is it novel? what is so new with your topic? what you will bring to the management/business world by studying that particular topic? etc...)

- For the Literature review: at this stage you can use Google Scholar as the main database and you should query it with some keywords related to your topic (e.g., if your topic is "Business challenges related to Bitcoin introduction" - then you should enter some keywords in google scholar such as "business challenge bitcoin" or "organization challenge bitcoin". etc. Once done, you need to briefly review what for example top 20 papers said about that topic (you need at least to read the abstract of those papers).

Finally, once you analyze the first 20 or 30 papers, you should do the critical review of that literature and say what will be your work contribution and how you will fill the gap with your work. You do not need to go too much in details but just to indicate and cite past papers in this literature review section.

*For example: According to Pelletier 2017), business challenge related to bitcoin is largely underestimated and further research is needed to deep dive in this topic. Indeed, Mancure et al. (2013) argue that bitcoin is still in the nascent stages and....*

- For the discussion part: you need to briefly discuss what you have found and how the findings from other studies will related to your research
- Finally, in the conclusion, you should briefly say what your paper on this literature review dealt with and what you have found.

### Grading scale:

Letter Grade	Percent Grade	4.0 Scale
A	90-100	4.0
B	80-89	3.0
C	70-79	2.0
D	60-69	1.0
F	< 60	0.0

### 1<sup>st</sup> EXAM DEADLINE

In order to be able to pass the course, the students will have to ensure a minimum of 61% on the exam (out of 100%) and submit their work within approximately 4-5 months maximum after starting the course.

Final exam will take a form of a **research concept paper**.

Cheating will not be tolerated, and all students caught will be subjected to a disciplinary procedure in accordance with the rules of SSBM.

- The exam is passed in the first deadline if the total number of points equals to or is above 51.

## REGULAR EXAM DEADLINES

If the student fails the 1st exam deadlines, he/she can ask for prolongation of the initial deadline.

Grade achieved on the exam is considered to be the final grade of the student.

- Students who do not get pass grade in the 1<sup>st</sup> deadline have the possibility to redo the first assignment.
- Number of times the student can take the exam is 2, **where the last one is considered as a final one**. If the student fails the commission exam he has to enroll in the course one more time.
- Grade achieved on the second exam is considered to be the final grade of the student.

- **If the student decides to refuse the grade achieved on the exam, he/she is obligated to communicate his/her decision to the head of the course and take another exam.**

## STUDENTS OBLIGATIONS

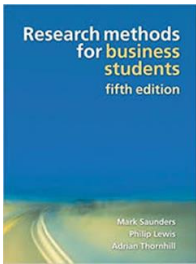
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- Self registration on SSBM web link
- **Frequently read announcements on SSBM web link.** Students are required to use SSBM web link regularly, read e-mails and announcements, activity calendar and to respect given deadlines concerning assignments and exam registration.
- Read the SYLLABUS in detail
- All written assignments, lectures and communication should be in line with academic professional standards.
- If requested students are required to fill in class evaluations at the end of the course which are located on SSBM web link.
- Students are strictly forbidden to copy or cheat during the preparation of the work requested that they have to do individually. **USAGE OF UNALLOWED MATERIALS OR COPYING FROM OTHER STUDENTS IS PUNISHED BY FAILING THE EXAM AND SUBMITTING THE STUDENT TO A DISCIPLINARY PROCEDURE.**

## LITERATURE

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Main literature:



Saunders, Lewis and Thornhill, *Research Methods for Business Students*, 5<sup>th</sup> Edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

## RECOMMENDED REFERENCES:

1. Keppel, G., & Wickens, T. D. (2004) Design and analysis: A researcher's handbook (4th ed.). Pearson, Prentice Hall.
2. Kirk, R. E. (1995). Experimental design: Procedures for the behavioral sciences. Brooks/Cole Publishing Company.
3. Shadish, W. R., Cook, T. D., & Campbell, D. T. (2001). Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin Company.
4. Tabachnick, B. G., & Fidell, L. S. (2007). Experimental designs using ANOVA. Duxbury.
5. Alan Agresti (2007) An Introduction to Categorical Data Analysis (Wiley Series in
6. Probability and Statistics), Publisher: Wiley-Interscience; 2 edition
7. On SPSS: George, D. & Mallery, P. (2005). SPSS for windows step-by-step: A simple guide and reference, 13.0 update (6th Ed.). Allyn & Bacon.

## SSBM web platform

Presentations, seminars and additional materials for class participation (case studies, excel cases etc)

## Web

Different web sites will be mentioned during the lectures. The students are fully advised to consult such web pages in advance of lectures so that they can be prepared to better understand different chapters.

## LECTURER



**Robert Barcik** is a founder of MeanThat, the educational platform that helped more than quarter million students to learn efficiently. In 2014 he got inspired by KhanAcademy and created his first own videos and after placing them on YouTube he reached a global audience in a heartbeat, all eager to learn! Several universities and as well MBA students from all over the world started to use the videos for their lecturing.

With this, he jumped the educational train and in the upcoming months became a university lecturer and developer of Flipped Teaching with a focus on Marketing, Organisational Theory and Business. Along with that, Robert is a Business and Data Science graduate at Swedish Dalarna University. Here, he cooperates with the educational institutes to promote an innovative ways of teaching.