

Syllabus

for course at first level

Research Methods in Business Administration and Marketing
Forskningsmetoder i företagsekonomi och marknadsföring

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE3826
Valid from:	Autumn 2018
Date of approval:	2018-03-06
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Decision

The syllabus was approved by the Educational Committee of the Stockholm Business School, Stockholm University, 2018-03-06.

Prerequisites and special admittance requirements

120 HE credits of which 45 credits must be from Business Studies I and II, or equivalent. English 6 or equivalent.

Course structure

Examination code	Name	Higher Education Credits
3826	Research methods in Business Administration and Marketing	7.5

Course content

The course focuses business studies approaches and methods, literature studies, applications of theories and concepts and the reviewing of business research within marketing. Learning activities consist of lectures, seminars, group projects, academic writing and individual readings. The lecture series addresses issues related to the topics problematization, literature review, methodology and method, case study research and academic writing. The seminars are devoted to writing, discussing and applying these themes.

Learning outcomes

Intended Learning Outcomes

The overarching aim of the course is to provide basic insights into business studies, its methodologies and methods, and in the use of its theories and concepts; creating thereby a scientific basis for writing a bachelor's thesis.

Upon completion of the course, students should be able to:

Knowledge and understanding

1. demonstrate insights into business studies: problematization, theoretical studies and its application, different scientific approaches and methods;

Skills and abilities

2. problematize theories in business studies and/or business practice;
3. identify, discuss and justify various ways of using theories and concepts within business studies;
4. identify, discuss and justify various ways of using research approaches and methods within business studies.
5. demonstrate accuracy and rigor in terms of language use, academic formalities and specified time frames;

Judgement and approach

6. evaluate business research considering societal aspects.

Education

The course combines lectures, seminars, group work and a significant portion of self-study on the part of students.

The course workload is 200 hours equivalent to 7,5 ECTS (40 hours per week equivalent to 1,5 ECTS).

The language of instruction is Swedish or English. The language of instruction in each seminar group determines in what language, Swedish or English, assignments and assessment tasks are written.

Forms of examination

Assessment for the course will be continuous and is carried throughout the different course activities. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The student's results (points) from the different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following three weighted assessment tasks:

1. Research proposal: a take home exam written in pairs (the re-sit is written individually): assesses intended learning outcomes 1–6; constitutes 60% of total course points.
2. Article review: an individually written take home exam: assesses intended learning outcomes 1–6; constitutes 30% of total course points.
3. Seminary attendance and a review written in pairs: assesses intended learning outcomes 1–6; constitutes 10% of total course points.

Grading

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course comprises 0–100 course points. Receiving a final passing grade requires at least 50 course points. The scale for the final grade is tied to fixed score intervals: A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: less than 45. The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100 points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all weighted assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

Assessment tasks 1 and 2 are assessed on a 100-point scale.

Assessment task 3 is assessed on a 100-point scale in three intervals:

- Attendance at all four seminars and completed review assignment: 100 points.

- Absence from 1 seminar and completed review assignment: 50 points.
- Absence from 2 or more seminars: 0 points.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's weightiest assessment task can be taken twice with retained points from the course's other assessment tasks: 1) during the course's first scheduled occasion; and, if a passing result (at least 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved at least 50 course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.
- If less than 45 course points are achieved, a grade F is obtained, implying that the student must re-register for the course and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;
- the weightiest assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment and grading criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;
- apply course content;
- critically analyse course content;
- problematize course content;
- orally and in writing, present and discuss course content;
- assess course content in terms of scientific, social, and ethical aspects;
- relate course content to current social issues;
- meet standards of written presentation and formal accuracy.

The above general abilities are contextualised in and through the course's assessment tasks, each for which a set of more specific assessment areas, assessment criteria and levels of performance have been developed. For a thorough description, see the study guide.

The course's assessment criteria are then translated into grading criteria, overall judgements used to decide to

what extent students have demonstrated required knowledge, abilities and approaches, and hence fulfilled the course's intended learning outcomes, after which a grading decision is made. A higher grade-level presupposes the abilities at lower levels.

Grading criteria

A (Excellent) ☐

The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good) ☐

The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good) ☐

The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory) ☐

The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient) ☐

The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail) ☐

The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail) ☐

The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Research Methods in Business Administration and Accounting, FE3825, and Research Methods in Business Administration and Organisation, FE3827 may not be included in the same degree as this course.

Misc

Exemption from an assessment task is granted if the student presents a written medical certificate, whereupon the student may re-sit the assessment task at a later date decided by the course director, and while maintaining previously acquired course points.

Application for exemption should be submitted to the Director of studies (Student Services) immediately after, or during planned absences well before, the date when the assessment task is carried out. A granted exemption expires at the end of the immediately following semester.

Required reading

Alan Bryman & Emma Bell (2015) Business Research Methods. Oxford: Oxford University Press.

A selection of articles from scholarly peer reviewed academic journals (updated each semester, see the study guide).