



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Crafting research in business administration

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| <b>Course Code:</b>                | FEAD54   |
| <b>Course Title:</b>               | Crafting research in business administration<br><i>Bedriva forskning i företagsekonomi</i> |
| <b>Credits:</b>                    | 15   |
| <b>Degree Level:</b>               | Master's level   |
| <b>Progressive Specialisation:</b> | Second cycle, has only first-cycle course/s as entry requirements (A1N)                    |

**Major Field of Study:**  
FOA (Business Administration)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2023-03-06, and is valid from the Autumn semester 2023 at Karlstad University.

### Prerequisites

Business Administration 90 ECTS credits, including at least 30 ECTS credits at the G2F level or higher, and Statistics 15 ECTS credits at the G1N level or higher, plus upper secondary level English 6, or equivalent

### Learning Outcomes

Module 1: Theory and theorisation in business administration research (4.5 ECTS cr)

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

1. explain and give an account of the phenomena of theory and theorisation in business administration,
2. give an account of and critically discuss common perspectives on theory and theorisation as well as models used to analyse and assess theory and theoretical contributions in business administration,
3. describe and critically assess research based on different approaches and prevalent

- perspectives and criteria in terms of theory and theorisation in business administration,
4. present and defend their own academic work and perform as peer reviewers of the work of others, and
  5. produce and present texts in accordance with instructions and academic conventions.

#### Module 2: Business administration research based on quantitative data (4.5 ECTS cr)

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

1. give an account of different ways of conducting business administration research based on quantitative data,
2. critically assess, analyse, and discuss scientific studies and research texts based on quantitative data,
3. produce and present texts in accordance with instructions and academic conventions,
4. present and defend their own academic work and perform as peer reviewers of the work of others, and
5. critically assess, analyse, and discuss ethical issues and privacy problems related to business administration research based on quantitative data.

#### Module 3: Business administration research based on qualitative data (6 ECTS cr)

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

1. give an account of different ways of conducting business administration research based on qualitative data,
2. critically assess, analyse, and discuss scientific studies and research texts based on qualitative data,
3. design and complete a qualitative data analysis within the framework of business administration research,
4. produce and present texts in accordance with instructions and academic conventions,
5. present and defend their own academic work and perform as peer reviewers of the work of others, and
6. critically assess, analyse, and discuss ethical issues and privacy problems related to business administration research based on qualitative data.

### **Content**

The course comprises three modules.

#### Module 1: Theory and theorisation in business administration research (4.5 ECTS cr)

The aim of the module is to provide broad and in-depth knowledge of what a theory is and entails and what can be considered a theoretical contribution. The module covers different perspectives on how to define theory, a theoretical contribution, and theoretical development, as well as models that can be used to describe, understand, and critically assess theory, theory formation, and theoretical contributions presented in scientific texts.

The module also treats how research approaches with different ontological and epistemological starting points contribute in different ways to theory development. Research approaches are discussed in terms of differences and relationships between inductive and deductive theory development in business administration research.

There is a special focus on developing skills required to describe, analyse critically, and assess whether or not a text can be defined as theory and/or a theoretical contribution. Students produce their own texts and presentations about different scientific texts based on established models of and perspectives on theory and theorisation, and also participate in seminar discussions on the themes covered in the module.

Module 2: Business administration research based on quantitative data (4.5 ECTS cr)

The aim of the module is to provide broad and in-depth knowledge of how deductive studies based on quantitative data are conducted in business administration research. There is a special focus on understanding strengths and weaknesses in relation to the reliability, validity, and generalisability of conclusions reached in such studies.

The module is focused on different methods for testing theoretical models and related hypotheses empirically, especially in terms of operationalising theoretical concepts. Students identify, assess, analyse, discuss, and justify choices of different quantitative methods.

The module is concluded with an independent project in which students present distinctive features of sound business administration research based on quantitative data.

Module 3: Business administration research based on qualitative data (6 ECTS cr)

The aim of the module is to provide broad and in-depth knowledge of research based on qualitative data and qualitative methods in business administration. There is a special focus on understanding strengths and weaknesses in relation to qualitative studies and methods, as well as understanding the significance of data analysis.

The main focus of the module is for students to learn how to interpret and understand different qualitative methods, construct and design studies based on selected methodological perspectives, and perform relevant data analyses. Students are expected to identify, understand, and interpret different types of qualitative studies (or different forms of qualitative data), and then evaluate and select one or two methods and design a qualitative study and detailed data analysis in order to be able to analyse a phenomenon from the chosen perspective/s.

The module is concluded with an independent project in which students describe and analyse the strengths and weaknesses of different qualitative methods.

### **Reading List**

See separate document.

### **Examination**

Module 1: Theory and theorisation in business administration research (4.5 ECTS cr)

Learning outcomes 1-4 are assessed based on individual participation in seminars with oral presentations.

Learning outcomes 1, 3, and 5 are assessed based on an individual written hand-in assignment.

Module 2: Business administration research based on quantitative data (4.5 ECTS cr)

Learning outcomes 1-5 are assessed based on individual participation in seminars with oral presentations.

Learning outcomes 1-3 are assessed based on an individual written hand-in assignment.

Module 3: Business administration research based on qualitative data (6 ECTS cr)

Learning outcomes 1-6 are assessed based on individual participation in seminars with oral presentations.

Learning outcomes 1-4 are assessed based on an individual written hand-in assignment.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an

adapted examination or to examine them in a different manner.

**Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

**Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

**Course Certificate**

A course certificate will be provided upon request.

**Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.