Introduction to Business Research Methods (PhD-course)
Fall 2017

COURSE INFORMATION

Course leader:
Peter Svensson
Office: Alfa 1:3061
Email: peter.svensson@fek.lu.se
Telephone: 046 222 01 86
Office hours: By appointment

Course administrator:
Charlina Lunvald
Office EC1:209
Email: charlina.lunvald@fek.lu.se
Telephone: 046 222 41 32

Introduction to Business Research Methods is a PhD course and a compulsory part of the PhD programme at the Department of Business Administration, Lund University. The course is 15 University Credit Points (UCP).

The aim of the course is to offer an overview of the different methodological choices available for researchers within the various sub-disciplines of business research or management studies. The idea of the course is to prepare the participants for the work with their PhD-theses as well as for the specialized courses in qualitative and quantitative methods on the PhD-program. Another aim of the course is to offer an opportunity for the participants to reflect upon the various stages in the research process: from the formulation of a research problem to writing up and publishing the research results.

The course consists of a series of seminars and lectures and an individual final take-home exam will be given at the end of the course. The classes have both lecture and seminar components and all classes are compulsory. Please, contact the course leader if you can’t make it to class.

Literature
Texts and articles according to the detailed schedule below (Texts marked with * will be provided).

**SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Introduction: The course, research, academic life and so on... (Peter Svensson)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Oct</td>
<td>10-12</td>
<td>Room 3071 (Alfa)</td>
<td>Preparations: Prepare a three minutes presentation of your PhD-project. Even if you are very early in the PhD-studies (or perhaps even have just started), try to describe your ideal project to the rest of the group. Also read the following text (which is written for sociologists but might be of relevance for management researchers as well): Marx G. 1997. “Of methods and manners for aspiring sociologists: 37 moral Imperatives”. <em>The American Sociologist</em>, 28:102–125.</td>
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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room 3071 (Alfa)</th>
<th>Creating problems, asking research questions (Peter Svensson)</th>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Room 3071 (Alfa)</th>
<th>Research design (Peter Svensson)</th>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Room 3071 (Alfa)</th>
<th>&quot;The contribution&quot;: Taking part in the academic conversation (Peter Svensson)</th>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Room 3071 (Alfa)</th>
<th>The role and function of theory (Peter Svensson)</th>
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<tbody>
<tr>
<td>24 Oct</td>
<td>13-16</td>
<td>Room 3071 (Alfa)</td>
<td>Readings:</td>
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No readings but I would like you to prepare a brief presentation where you try to answer the following four questions:

1. What theory/theories do you think would be meaningful/useful/interesting (and so forth) for you in your PhD-project?
2. What does the theory/do the theories allow you to see, observe, detect, reveal, discover etc?
3. What kinds of questions does it/do they allow you to ask?
4. What methods are called for as a consequence of this theory/theories?

27 Oct 13-15 Room 3071 (Alfa)  
**Studying qualities (Jens Hultman)**

**Readings:**


2 Nov 13-15 Room 3071 (Alfa)  
**Qualitative interviews (Monika Müller)**

**Readings:**


7 Nov 13-15 Room 3071 (Alfa)  
**Observations and organizational ethnography (Peter Svensson)**

**Readings:**


Atkinson, P. 2006. “Why do fieldwork?”, *Sociologisk forskning*, 2006:2, pp. 129-134. (will be distributed)


14 Nov 13-15 Room 3071 (Alfa)  
**Document studies (Peter Svensson)**

**Readings:**


16 Nov 13-15 Room 3071 (Alfa) **Case studies (Jens Hultman)**

Readings:


21 Nov 10-12 Room 3071 (Alfa) **Studying quantities (Pierre Carbonnier, Department of Statistics)**

Readings:


23 Nov 10-12 Room 3071 (Alfa) **Quantitative methods (Johan Anselmsson)**

Readings:

TBA

23 Nov 13-15 Room 3071 (Alfa) **Quantitative methods (Johan Anselmsson)**

Readings:

TBA

28 Nov 10-12 Room 3071 (Alfa) **Quantitative methods (Johan Anselmsson)**

Readings:

TBA

28 Nov 13-15 Room 3071 (Alfa) **Quantitative methods (Johan Anselmsson)**

Readings:

TBA

5 Dec 13-15 Room 3071 (Alfa) **Analyzing qualitative data (Peter Svensson)**

Readings:

EXAMINATION

The course will be individually examined in the form of an individually written essay on a topic that the student formulates after discussions with the course leader in December. Deadline for the essay is 20 December, 2017. Grades: Pass or Fail.