



Introduction to Business & Information Systems Research

Course Profile

Type	Lecture + Tutorial
Lecturer	Prof. Dr. Nils Urbach
Hours per Week	2 + 1 SWS
ECTS	6
Language	English
Start date	April 23rd, 2019

Course Description

The lecture “Introduction to Business & Information Systems Research” is designed to provide students with an opportunity to build up basic theoretical and methodological skills needed to conceptualize, conduct, and communicate their own research. To do so, the lecture will familiarize students with the essential triad consisting of topic, methods, and theories. While selecting an exciting topic is a fundamental anchor for research’s relevance, a research’s ability to provide rigorous results depends on a sound command of theories and methods.

In this context, theories provide the researcher a sound basis by summarizing current knowledge and allowing for a precise investigation and definition of their topic’s underlying phenomenon. They also provide the students with a theoretical lens to investigate their topics from the perspective they are most interested in. Complementary to this, methods afford the student with the ability to produce reliable results which allow her/him to derive both meaningful and trustworthy conclusion. This way they can make sure that their results are not only interesting, but also scientifically valid.

To support students in their preparation for their master theses, the course will introduce the most common methods used in business research by looking at examples from the Information Systems (IS) discipline. This includes how to carry out a literature review as well as qualitative (e.g., case study research) and quantitative (e.g., survey-based research) methods of empirical research. Furthermore, the design science paradigm will be discussed.

Learning Objectives

- Ability to understand the relevance of methods and theories in meaningful research
- Overview of most common methods and theories used in business and IS research
- Basic understanding of the core phenomena in IS
- Ability to prepare and execute own research project (e.g., master thesis)
- Knowledge of the basic quality criteria for scientific research



Course Outline

Section	Date / Time	Topics	Readings / Textbook
#01	Tuesday, 23.04.2019, 10:15 – 11:45	Welcome and Introduction Administration	
#02	Tuesday, 30.04.2019, 10:15 – 11:45	The What, How and Why <ul style="list-style-type: none"> • Scientific Thinking • Research Process • Philosophy of Science 	Bhattacharjee (2012), ch. 1 Bhattacharjee (2012), ch. 3 Bhattacharjee (2012), ch. 16
#03	Tuesday, 07.05.2019, 10:15 – 11:45	Scientific Writing and Publishing <ul style="list-style-type: none"> • Paper Structures • Publishing Process • Reviews 	Feldman (2004) Lee (1995) Lepak (2009) Perneger and Hudelson (2004) Straub (2009)
#04	Tuesday, 14.05.2019, 10:15 – 11:45	Research Design I – Topics <ul style="list-style-type: none"> • Domains of IS • Fundamentals • Basic Research Design 	Banker and Kauffman (2004) Colquitt and George (2011) Orlikowski and Baroudi (1991) Bhattacharjee (2012), ch. 5 Bhattacharjee (2012), ch. 6 Bhattacharjee (2012), ch. 7 Bhattacharjee (2012), ch. 8
	<i>Monday,</i> <i>20.05.2019,</i> <i>12:15 – 13:45</i>	<i>Tutorial #1: Research Foundations</i>	
#05	Monday, 27.05.2019, 12:15 – 13:45 (Room S 58)	Research Design II – Theories <ul style="list-style-type: none"> • Definition and Concepts • Building on Theory • Contributing to Theory 	Bacharach (1989) Gregor (2006) Müller and Urbach (2013) Sutton and Staw (1995) Bhattacharjee (2012), ch. 2 Bhattacharjee (2012), ch. 4
#06	Tuesday, 28.05.2019, 10:15 – 11:45	Research Design III – Methods <ul style="list-style-type: none"> • Research Design Revisited • Data Collection • Data Analysis 	Mingers (2001) Palvia et al. (2004) Wilde and Hess (2007) Bhattacharjee (2012), ch. 10 Bhattacharjee (2012), ch. 12
	<i>Monday,</i> <i>03.06.2019,</i> <i>12:15 – 13:45</i>	<i>Tutorial #2: Research Design</i>	
#07	Tuesday, 04.06.2019, 10:15 – 11:45	Literature Review <ul style="list-style-type: none"> • Introduction • Research Process • Literature Administration 	Fettke (2006) Kitchenham (2004) Vom Brocke et al. (2009) Webster and Watson (2002)



	<i>Monday, 17.06.2019, 12:15 – 13:45</i>	<i>Tutorial #3: Literature Review</i>	
#08	Tuesday, 18.06.2019, 10:15 – 11:45	Case Study <ul style="list-style-type: none"> • Introduction • Research Process • Quality Criteria • Examples 	Dubé and Paré (2003) Eisenhardt (1989) Gibbert et al. (2008) Klein and Myers (1999) Bhattacharjee (2012), ch. 11 Bhattacharjee (2012), ch. 13
	<i>Monday, 24.06.2019, 12:15 – 13:45</i>	<i>Tutorial #4: Case Study Research</i>	
#9	Tuesday, 25.06.2019, 10:15 – 11:45	Survey I <ul style="list-style-type: none"> • Introduction • Research Process • Quality Criteria • Examples 	Boudreau et al. (2001) Pinsonneault and Kraemer (1993) Straub et al. (2004) Urbach and Ahlemann (2010) Bhattacharjee (2012), ch. 9 Bhattacharjee (2012), ch. 14 Bhattacharjee (2012), ch. 15
	<i>Monday, 01.07.2019, 12:15 – 13:45</i>	<i>Tutorial #5: Survey-based Research</i>	
#10	Tuesday, 02.07.2019, 10:15 – 11:45	Survey II <ul style="list-style-type: none"> • Live Demo 	Lee and Xia (2010) Morris and Venkatesh (2010)
#11	Tuesday, 09.07.2019, 10:15 – 11:45	Design Science Research <ul style="list-style-type: none"> • Introduction • Research Process • Quality Criteria • Examples 	Gregor and Jones (2007) Hevner (2007) Hevner et al. (2004) Walls et al. (1993) Winter (2008)
	<i>Monday, 15.07.2019, 12:15 – 13:45</i>	<i>Tutorial #6: Design Science Research</i>	
#12	Tuesday, 16.07.2019, 10:15 – 11:45	Summary and Conclusion <ul style="list-style-type: none"> • Q&A • Exam Preparation 	

Rooms

- Monday, 12:15 – 13:45: S 58 (RW I)
- Tuesday, 10:15 – 11:45: H 10 (NW I)



Reading Material

The reading material to be used in this class provides students with both content and background for the topics introduced and discussed in the course. Students have to prepare for sessions by reading and summarizing the mandatory material in order to allow for an efficient classroom experience. Optional readings are introduced as part of the lecture and provide students with the opportunity to extend their understanding beyond the material discussed in class. These readings are also important references that can be used to justify methodological and theoretical choices in the students' research projects (e.g., Master thesis). Further details for preparation will be provided to students in class.

Tutorials

The tutorials will be used to discuss review questions and clarify students' questions on the course content as well as to discuss suggested readings in more depth or additional readings on the same topic.

Course Requirements

This course is offered to all Master students enrolled in the Business Administration (BWL) program of the University of Bayreuth as part of the B1-6 module (Research Methods) or the supplementary module ("Ergänzungsmodul"). There are no prerequisites for attending this course. Exchange students are welcome.

Course Grading

The course will be graded on the basis of a written exam (English or German, duration 60 minutes) covering the learning objectives of the lecture.

Course Materials

Students will be provided with all necessary materials at the beginning of each session. Readings are available through the university's electronic library resources (Elektronische Zeitschriftenbibliothek): http://www.ub.uni-bayreuth.de/de/digitale_bibliothek/e-journals/index.html



Workload

180h total student's workload, thereof:

- Active in-class participation 30h
- Active participation in tutorials 15h
- Preparation, revision and exam preparation 135h

References

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