



Introduction to Business & Information Systems Research

Course Profile

Type	Lecture + Tutorial
Lecturer	Dr. Anna Maria Oberländer, Peter Hofmann
Hours per Week	2 + 1 SWS
ECTS	6
Language	English
Start date	April 13th, 2021

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	Week	Topics	Readings / Textbook
#01	Tuesday, 13.04.2021, 14:15 – 15:45	Welcome and Introduction Administration	
#02	Tuesday, 20.04.2021, 14:15 – 15:45	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, 27.04.2021, 14:15 – 15:45	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)
	<i>Monday,</i> <i>03.05.2021,</i> <i>12:15 – 13:45</i>	<i>Tutorial #1: Research Foundations</i>	
#04	Tuesday, 04.05.2021, 14:15 – 15:45	Research Design I & II – Topics and Theories <ul style="list-style-type: none"> • Domains of IS • Fundamentals • Basic Research Design • Definition and Concepts • Building on Theory 	Bacharach (1989) Gregor (2006) Banker and Kauffman (2004) Colquitt and George (2011) Bhattacharjee (2012), ch. 2 Bhattacharjee (2012), ch. 4 Bhattacharjee (2012), ch. 5 Bhattacharjee (2012), ch. 6 Bhattacharjee (2012), ch. 7 Bhattacharjee (2012), ch. 8
#05	Tuesday, 11.05.2021, 14:15 – 15:45	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>17.05.2021,</i> <i>12:15 – 13:45</i>	<i>Tutorial #2: Research Design</i>	
#06	Tuesday, 18.05.2021, 14:15 – 15:45	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)



#07	Tuesday, 01.06.2021, 14:15 – 15:45	Survey <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
	Monday, 07.06.2021, 12:15 – 13:45	<i>Tutorial #3: Literature Review</i>	
#08	Tuesday, 08.06.2021, 14:15 – 15:45	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
	Monday, 14.06.2021, 12:15 – 13:45	<i>Tutorial #4: Survey-based Research</i>	
#09	Tuesday, 15.06.2021, 14:15 – 15:45	<i>Guest Lecture</i>	
	Monday, 21.06.2021, 12:15 – 13:45	<i>Tutorial #5: Case Study Research</i>	
#10	Tuesday, 22.06.2021, 14:15 – 15:45	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)
	Monday, 28.06.2021, 12:15 – 13:45	<i>Tutorial #6: Design Science Research</i>	
#11	Tuesday, 29.06.2021, 14:15 – 15:45	Taxonomy Research <ul style="list-style-type: none"> • Introduction • Research Process • Quality Criteria • Examples 	Gimpel et al. (2018) Nickerson et al. (2013) Oberländer et al. (2018) Oberländer et al. (2019) Szopinski et al. (2019)
	Monday, 05.07.2021, 12:15 – 13:45	<i>Tutorial #7: Taxonomy Research</i>	
#12	Tuesday, 06.07.2021, 14:15 – 15:45	Summary <ul style="list-style-type: none"> • Questions and Answers Session • Exam Preparation 	



Teaching Mode

Most of the lectures will be provided in live sessions, which make extensive use of video conferencing to allow for discussion of topics and answering of open questions. We will also have selected self-study units, where students will be provided with appropriate lecture materials, video recordings, screencasts, and readings.

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 learning 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:

- Self-study with lecture materials 30h
- Active participation in tutorials 15h
- Preparation, revision and exam preparation 135h

References

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