

BA 600 | Syllabus

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Basic Information

Course Information:

Introductory Research Methods

Professor Information:

Name Case, Margaret Ph.D., MS FIN, MPA

Email Casem@husson.edu (<mailto:Casem@husson.edu>) (I usually respond within 12 hours if not sooner)

Phone: 904-315-4997 (Mob.)

Office Hours: Synchronous by appointment, please email or text ahead. I am usually able to accommodate your schedule. Virtual Office Hours are available too; [post your questions here](#) for the benefit of all.

IMPORTANT! Please schedule a short introductory meet and greet with me during the first two weeks of the course! Phone or if abroad Zoom

Textbook & Required Materials

Bougie and Sekaran, Research Methods for Business, **8th Edition**, Wiley, ISBN: 978-1-119-56122-4 ([see Vitalsource for an e-copy](https://www.vitalsource.com/products/research-methods-for-business-a-skill-building-uma-sekaran-roger-bougie-v9781119561248?duration=120&gclid=EAlaIqObChMIqsuhybKI6gIVGeDICh1BAg3rEAQYBCABEgIVofD_BwE) (https://www.vitalsource.com/products/research-methods-for-business-a-skill-building-uma-sekaran-roger-bougie-v9781119561248?duration=120&gclid=EAlaIqObChMIqsuhybKI6gIVGeDICh1BAg3rEAQYBCABEgIVofD_BwE)).

Supplemental Materials:

1. [Publication Manual of the American Psychological Association, 7th Edition](https://www.apastyle.org/manual) (<https://www.apastyle.org/manual>) OR 6th edition is fine; the sample APA paper is V7
2. An alternative APA resource is the [Purdue OWL](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_tables_and_figures.html) (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_tables_and_figures.html)

Course Outcomes and Assessment

Student Learning Outcomes (SLO):

1. Students will apply basic research methodologies and provide analyses for quantitative and qualitative problems.
2. Students will conduct appropriate methods for data collection, such as surveys, interviews, observations, or identification of relevant secondary data.

3. Students will conduct a literature review and demonstrate the use of APA
4. Students will create written and/or verbal communication that is strategically and professionally organized to deliver a clear message appropriate for the given setting and audience.
5. Students will learn and adhere to ethical research standards.

Assessment Mapping

Assessment Mapping Statement:

This course is required as a core business course for all MBA students according to IACBE accreditation standards.

Programmatic Outcomes:

This course is mapped to the following IACBE Programmatic Outcomes:

1. Students will apply best practices to solve managerial issues.
2. Students will integrate theories and practice to perform strategic analysis.
3. Students will demonstrate effective written forms of communication and oral business presentations.
4. Students will implement leadership skills to work effectively within diverse teams.
5. Students will identify and analyze ethical responsibilities of businesses.
6. Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues

Assessment Mapping for This Course:

Programmatic Outcomes	Student Learning Outcomes	Discussions	Learning Activities (LA)	Write-N-Cite	Research Report
1) Students will apply best practices to solve managerial issues	1,2	X	X		X

2) Students will integrate theories and practice to perform strategic analysis.	1, 2,3,4	X	X		X
3) Students will demonstrate effective written forms of communication and oral business presentations.	3, 4	X	X	X	X
4) Students will implement leadership skills to work effectively within diverse teams.	2,5	X			X ₁
5) Students will identify and analyze ethical responsibilities of businesses.	2, 5	X	X		X ₂
6) Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.	1,2,5		X		X
<p>1 Students will demonstrate leadership through the coordination and implementation of the data collection for their business problem and through the support provided to their peers as they develop their research agendas</p> <p>1. Students will adhere to ethical standards of data collection, data management and analysis in the development of their research report</p>					

Evaluation and Grading

Course Grading:

Discussions Questions (DQs) #1 - 5	20%
Learning Activities #1 - 3	15%
Open-Book Quiz (average of 2 scores)	15%
Write-n-Cite (completion awarded)	02%
Research Report (written in 3 parts)	<u>48%</u>
	100%

Canvas Information

Canvas is the where course content, grades, and communication will reside for this course.

- husson.instructure.com
- For Canvas, Passwords, or any other computer-related technical support contact the [Husson Help Desk](#).
(<https://www.husson.edu/student-life/technology/help-desk/>)
 - (207) 973-1000
 - <https://helpdeskticket.husson.edu/> [\(https://helpdeskticket.husson.edu/\)](https://helpdeskticket.husson.edu/).

Grading Rubrics

Please include all of the rubrics that you plan on using in this course – be sure that all of the rubric dimensions (lines in a rubric) are aligned to your intended outcomes or indicators.

Husson University Policies

Students can find links to Husson University Policies/Student Protections, Student Support Services, and Canvas Navigation Tutorials linked in the left panel menu of this course.

Class Policies

Insert content here.

Tentative Schedule of Assignments

Module/Date	Topics	Resources	Active Learning Activities (points)	SLOs*
Module 1 10/26 – 11/1	1) Introduction to business research and approaches to investigation 2) Business problem identification.	1) Read Ch 1, 2 & 3 2) Watch Ch 1, 2 & 3 PPTs & videos 3) Instructor provided posts, readings, articles and video links	1) Please introduce yourself on Canvas and email or text me a meet and greet time 2) Review sample student papers in Canvas 3) DQ#1: The management “problem” or what do you want to know? (4)	3, 4








			4) LA #1 Business Problem identification with 3 sources used in your preliminary research (5)	
Module/Date	Topics	Resources	Assignments (points)	SLOs*
Module 2 11/02 – 11/08	1) Refining the Problem 2) Lit Review (theoretical framework) 3) Hypothesis development	1) Read Ch 4, 5 & 6 2) Watch Ch 4,5 &6 PPTs & videos 3) Instructor posts, articles and video links	1) DQ#2: What's your theory and hypothesis? (4) 2) LA#2: Short, focused Literature Review; this informs the intro and theoretical sections of the paper, with 5 sources (5) 3) Write-n-Cite begin 4) Management buy-in!	1,3.4
Module 3	1) Elements of	1) Read Ch 7,	1) DQ#3: Making a	2,4











11/09 – 11/15	research design 2) Overview of primary data collection methods	2) Watch Ch 7 PPTs & videos 3) Instructor posts, articles and video links	plan to find out what you want to know (5) 2) Part-1 of research report (10) 3) Write-n-Cite continued	
Module 4 11/16 – 11/22	1)Experimental designs 2) Understanding ethics and bias in business research	1)Read Ch 11, Review Ch 8, 9 & 10 (Methods) 2) Watch Ch 8 - 11 PPTs & videos 3) Instructor posts, articles and video links	1) DQ #4: Ethics, bias and their consequences (4) 2) LA#3 Data collection method(s) and participant statement (5) 3) Write-n-Cite continued	2,4,5
Module 5 11/23 – 11/29	1) Measurement of study constructs 2) Understanding sampling methods	1) Read Ch12, 13 & 14 (through heading Confidence on p. 242) 2) Watch Ch 12, 13 &14 PPTs and videos 3) Instructor posts, announcements,	1) Part 1&2 of Research Report (14) 2) DQ #5 (4) 3) Write-n-Cite continued	2,4












		articles and video links	4) Q&A Optional instrument feedback thread	
Module/Date	Topics	Resources	Assignments (points)	SLOs*
Module 6 11/30 – 12/6	Data analysis methods and applications	1) Read Ch 15, 16 (through multicollinearity on p. 293) & 17 2) Watch Ch 15, 16 & 17 PPTs & videos 3) Instructor provided announcements, articles and video links	1) Quiz on applying data analysis methods (15) 2) Write-n-Cite completed (2) 3) Data Collection must begin if not started before 4) Q & A, Optional	1,2,4,5
Module 7 12/07– 12/13	1) Conclusions and recommendations 2) Research Writing: Completed research report	1) Read Ch 18 2) Watch Ch 18 ppts and videos	1) Part 1-2-3 of research report (24) 3) Q&A Optional	1,2



	integrating all prior topics			
Final Grade 12/18		CONGRATULATIONS!		1,2,3,4,5

Course Summary:

Date	Details	
Wed Jul 8, 2020	 Communication Expectations	to do: 11:59pm
	 Research and Academic Writing Tips	to do: 11:59pm
Thu Jul 9, 2020	 Discussion Forum # 1 (https://husson.instructure.com/courses/1735988/assignments/12240989)	due by 11:59pm
	 Learning Activity #1: Management Problem (https://husson.instructure.com/courses/1735988/assignments/12240990)	due by 11:59pm
Sun Jul 12, 2020	 Reading Assignment #1 (https://husson.instructure.com/courses/1735988/assignments/12240997)	due by 11:59pm
	 Introduce yourself - My Bio	to do: 11:59pm
Thu Jul 16, 2020	 Discussion Forum # 2 (https://husson.instructure.com/courses/1735988/assignments/12240988)	due by 11:59pm

Date	Details	
Sun Jul 19, 2020	 Learning Activity #2: Literature Review (https://husson.instructure.com/courses/1735988/assignments/12240991)	due by 11:59pm
	 Reading Assignment #2 (https://husson.instructure.com/courses/1735988/assignments/12240998)	due by 11:59pm
Thu Jul 23, 2020	 Discussion Forum #3 (https://husson.instructure.com/courses/1735988/assignments/12240987)	due by 11:59pm
Sun Jul 26, 2020	 Reading Assignment #3 (https://husson.instructure.com/courses/1735988/assignments/12240999)	due by 11:59pm
	 Part 1 Paper Tip! (https://husson.instructure.com/courses/1735988/assignments/12240993)	due by 11:59pm
	 Part 1 Research Report (https://husson.instructure.com/courses/1735988/assignments/12240994)	due by 11:59pm
Thu Jul 30, 2020	 Discussion Forum #4 (https://husson.instructure.com/courses/1735988/assignments/12240986)	due by 11:59pm
Sun Aug 2, 2020	 Reading Assignment #4 (https://husson.instructure.com/courses/1735988/assignments/12241000)	due by 11:59pm
	 Write and Cite (https://husson.instructure.com/courses/1735988/assignments/12241005)	due by 11:59pm
	 Learning Activity #3: Study method and Participant disclosure statement (https://husson.instructure.com/courses/1735988/assignments/12240992)	due by 11:59pm

Date	Details	
Thu Aug 6, 2020	 Discussion Forum # 5 (https://husson.instructure.com/courses/1735988/assignments/12240985)	due by 11:59pm
Sun Aug 9, 2020	 Reading Assignment #5 (https://husson.instructure.com/courses/1735988/assignments/12241001)	due by 11:59pm
	 Part 2 Research Report (https://husson.instructure.com/courses/1735988/assignments/12240995)	due by 11:59pm
Sun Aug 16, 2020	 QUIZ: Data Analysis Ch 15, 16 & 17 (https://husson.instructure.com/courses/1735988/assignments/12240984)	due by 11:59pm
	 Reading Assignment #6 (https://husson.instructure.com/courses/1735988/assignments/12241002)	due by 11:59pm
	 Module 6: Introduction	to do: 11:59pm
Sun Aug 23, 2020	 Part 3 Research Report (https://husson.instructure.com/courses/1735988/assignments/12240996)	due by 11:59pm
	 Reading Assignment #7 (https://husson.instructure.com/courses/1735988/assignments/12241003)	due by 11:59pm
Mon Oct 26, 2020	 Course Overview	to do: 11:59pm
	 Start Here	to do: 11:59pm
Thu Oct 29, 2020	 1.1 Reading and Discussion Question 2 (https://husson.instructure.com/courses/1735988/assignments/12240886)	due by 11:59pm

Date	Details
Thu Nov 5, 2020	 2.1 Reading and Discussion Question 2 (https://husson.instructure.com/courses/1735988/assignments/12609418) due by 11:59pm
	 [Template] Sample Assignment (https://husson.instructure.com/courses/1735988/assignments/12241004)