

Syllabus for BUS 680
Foundations of Research
3 Credits

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Course Description:
680 Foundations of Research (3 credits)

This course provides the students with a basic conceptual foundation to research methods. The terminology and philosophical basis of research will be discussed. Various forms and types of research will be reviewed and the application of research in the business world will be emphasized

- Research and the nature of data
- Research designs
- Developing a quality research plan
- Data collection
- Data analysis
- Scholarly writing
- Ethical issues and the treatment of human subjects
- Evaluating research
- Writing a literature review
- Use of APA style for reporting research

Objectives:

The students will develop a clear understanding of:

- the research process and the nature of data.
- the assumptions, characteristics, designs, and data collection strategies of both qualitative and quantitative research
- develop library research skills
- scholarly writing skills
- ethical consideration of research

Required Texts:

Creswell, J.W. Research Design 2nd Edition

Suggested Text

Publication Manual, 5th Edition, American Psychological Association

Academic Honesty: Academic dishonesty such as plagiarism will be handled according to Doane College policy.

Attendance: This course will be conducted in a traditional format. Attendance at all class meetings will be required. In the event a student is absent, they will be responsible for the work done in that class section. Students are encouraged to obtain notes from a classmate.

Incompletes: Incomplete grades are given only in extreme circumstances beyond the student's control.

Grading: Grading is based on the completion of the assignments. The following provides the breakdown of the grading

1. Class attendance and participation, 5 points per class (40 possible)
2. Literature map, 20 points
3. In class activities, 10 points
4. Review of literature, 50 points

Term Assignments:

1. Develop a literature map based on your developing literature review.
2. Write a scholarly review of the literature relevant to your chosen topic.

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Class session 1	Introductions Course Overview Assignments The work ahead Understanding research Using databases Reading-Creswell 1-2
Class session 2	Computer lab – Library Research
Class session 3	Purpose statements Framework of a research project Selecting a topic Literature maps Role of Lit review Organizing material Reading Creswell 4-6
Class session 4	Research questions Hypothesis Introductions Theories Definitions, limitations, significance Reading Creswell 9
Class session 5	Quantitative methods Reading Creswell 10
Class session 6	Scholarly writing Writing, ethics Scholarship Lit map due
Class session 7	Qualitative methods
Class session 8	Final session Lit Review Paper due