

# Bus 680 Foundations of Research

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**Instructor: Dr. Mary Sue “Suzy” Carter**

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Credits: 3

## *Course Description:*

**A course which provides students with a basic foundation in qualitative and quantitative research methods.** It is a conceptual introduction to research methods and terminology, and is the first of three required courses that prepare a student to complete the project or thesis requirements. Course content includes an introduction to: **research and the nature of data, qualitative and quantitative assumptions, research design, sampling, data collection, data analysis, ethical issues in the treatment of human subjects**, writing a literature review, the use of an appropriate style manual, and scholarly writing.

*Intended Audience:* Students completing a masters degree in management.

## *Required Text and Readings:*

1. ***Understanding Research. Becoming a Competent and Critical Consumer*, by W. Paul Jones and Jeffrey A. Kottler, latest edition, Pearson Merrill Prentice Hall, ISBN 0-13-119844-0**
2. Additional articles handed out in class.

## *Course Objectives:*

At the conclusion of this course, students will:

1. have **significantly improved their abilities to read critically**, understand, and assess scholarly research reports and research reviews, including **determining the significance (analysis)** of the studies reviewed, **cautions/limitations/deficiencies** of research reports, as demonstrated by group exercises and use of matrices.
2. **further develop research skills**, demonstrate **competency in accessing scholarly research databases**, and **apply these techniques** to research as consumers and as professionals as demonstrated in class exercises, the use of matrices and literature mapping.
3. **comprehend the characteristics of data collection**, including the **ability to analyze methods/strategies for collecting data in both qualitative and quantitative research**, demonstrated by completing class exercises and matrices designed to select these research components.
4. demonstrate the **ability to write and evaluate a scholarly, research-based review of literature** on a potential research topic, by the completion of such a review;
5. **comprehend the ethical issues** involved in research with humans, as demonstrated by class analysis of research ethical standards and case studies.

Policies:

Attendance:

This is a labor intensive course in terms of reading, assignments, in-class activities and a scholarly, research-based written review of literature on a selected research topic. There are four formal class meetings. During these meetings assignments will be completed in class. To do well in understanding the basics of research, students need to attend each of these classes. The other class periods will be used as one-on-one sessions for writing and review. Understanding the concepts in this course requires a step-by-step process, all designed to understand and conduct research. **Think carefully before taking another class that also is labor intensive. It is best to take this course by itself, if at all possible.**

Grading:

Class attendance and in class case studies and discussion.....	100 points
Completion of 20 matrices.....	100 points
Literature Map.....	100 points
Review of Literature Papers (using APA standards).....	500 points
Total points: 800	

Note: Every class is needed to do well in order to learn the research process. Participation in classes, reading, and writing are essential to learning the foundations of doing research.

Grading Scale:

A+ 97%	B+87%	C+77%
A 93%	B 83%	C 73%
A- 90%	B- 80%	C- 70%

Academic Integrity:

**Showing respect for the ideas and words of others is vital to this course.** The instructor will follow the Doane College policy on Academic Integrity which states:

*The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of graduate studies.*

**The penalty for violation of this policy is an “F” in the course.**

Late Work:

The dates provided in this syllabus are designed to reach the completion of all work within the eight week time frame, including revision of all work. Failure to meet any deadline will jeopardize the completion of the course within the allotted time frame. Assignments received one week late will be docked 25% of the total points possible. Assignments two weeks late will be docked 50% of the total. Assignments will not be accepted more than two weeks late. This policy may be waived in extreme cases.

Special Notes:

All course communication between the instructor and students must be through the use of your Doane email address. If you send the instructor anything via another email address, it will not be accepted.

**Assignment in preparation for first class meeting!**

**Read the preface and the first three chapters in the textbook BEFORE the first class.**

*Grading Rubrics*

Rubric for matrices, literature map, rough draft and final draft of the paper are attached below.

Rubric for matrices 100 points:

**First ten due third week of term 5 must be peer reviewed**

**Second ten due with map in fourth week 5 must be peer reviewed**

1. Ten matrices completed on time
2. Second ten matrices completed on time
3. Each matrices completely filled out including
  - a. Bibliography information
  - b. Description of study
    - i. Importance
    - ii. Methods
    - iii. Major findings
  - c. Assessment of usefulness in review
  - d. Mining of bibliography

Rubric for literature map 100 points:

**Due fourth week**

1. Map completed on time
2. Themes clearly delineated
3. Research sufficient for each theme
4. Research appropriate for each theme
5. Clear direction and objective
6. Logical flow
7. Ten sources used must be peer reviewed

Rubric for Grading 680 Rough Draft 200 points:

**Due fifth week**

1. Topic and Organization
  - a. Is there a specified purpose for the paper
  - b. Is the paper outlined to the reader
  - c. Are there clear themes
  - d. Is the organization logical
2. Research
  - a. Is there sufficient research to support the themes
  - b. Is the research evenly spread throughout the themes
  - c. Is the research appropriate
  - d. Is the research complete
3. Writing
  - a. Does the writing flow
  - b. Sentences
    - i. Length
    - ii. Structure
  - c. Paragraphs
    - i. Complete
    - ii. Length
    - iii. Transitions
  - d. Technical aspects
    - i. Spelling
    - ii. Composition of sentences
4. Introduction
  - a. Importance
  - b. Reasoning
  - c. Expectation
5. Conclusion
  - a. Conclusion
  - b. Suggestions for further research
6. Bibliography
  - a. Complete
  - b. Format
7. Citations
  - a. Complete
  - b. Format

Rubric for Grading 680 Final Draft 300 points :

**Due eight week**

1. Topic and Organization
  - a. Is there a specified purpose for the paper
  - b. Is the paper outlined to the reader
  - c. Are there clear themes
  - d. Is the organization logical
2. Research
  - a. Is there sufficient research to support the themes
  - b. Is the research evenly spread throughout the themes
  - c. Is the research appropriate
  - d. Is the research complete
3. Writing
  - a. Does the writing flow
  - b. Sentences
    - i. Length
    - ii. Structure
  - c. Paragraphs
    - i. Complete
    - ii. Length
    - iii. Transitions
  - d. Technical aspects
    - i. Spelling
    - ii. Composition of sentences
4. Introduction
  - a. Clearly stated importance
  - b. Flow of reasoning and method of progression
  - c. Clear expectation for paper layout and objective
5. Body
  - a. Themes clearly delineated
    - i. Each theme introduced
    - ii. Developed by supporting literature
    - iii. Concluded and linked to next idea
  - b. Reviewed literature
    - i. Accurate citation of each piece of literature reviewed
    - ii. Clear and accurate description of each
    - iii. Appropriate analysis, conclusion and use of each
6. Conclusion
  - a. Fully developed conclusion based on research used
  - b. Suggestions for further study
7. Bibliography
  - a. Complete
  - b. Correct format