NEW JERSEY INSTITUTE OF TECHNOLOGY

Martin Tuchman School of Management

Course

Title	Business Research Methods	**Number**	MGMT 316-101
Prerequisites	MGMT 216 Business Statistics	**Semester**	Fall 2016

Instructor

Name	Jose C. Casal, Ph.D.		
Email	Jose.C.Casal@njit.edu	**Telephone**	973-596-3254
Office			
Office Hours	Walk-in hours Tuesday 2:30 PM - 4:30 PM, Wednesday 5:00 PM - 6:00 PM also available at other times by appointment		
Course Website:	moodle.njit.edu		

Class Schedule

Time		**Place**
	Tuesday 6:00 PM to 9:05 PM	GITC 2315A

Course Materials

There is one required textbook for the course. Additional course materials may be made available on the course website. The textbook information is as follows:

Author(s)	Saunders, Lewis and Thornhill
Title	Research Methods for Business Students
Edition	7th
Publisher	Pearson
ISBN-13	9781292016627

Course Description

This course covers methods for conducting business research. Research is an important tool in business because it provides information needed for decision-making and strategy formulation.

Among the topics discussed in the course are the translation of business problems into research questions, the selection of data collection and data analysis techniques appropriate to the problem, and the communication of research results. Statistical techniques are not discussed in detail since such detailed discussion is provided in the pre-requisite business statistics course.

Course Objectives

Students successfully completing the course will know how to translate a business problem into a research question and be able to determine the appropriate design and procedures to answer this question. More specifically, they will know how to select the appropriate:

- Data collection method(s)
- Measurement instruments
- Sampling design
- Data analysis techniques

BSB Learning Objectives

As part of our Assurance of Learning assessment process that supports our AACSB accreditation, this course is designed to help students achieve mastery of the following learning goals/objectives:

- Develop an understanding of business concepts and problem solving/demonstrate an ability to solve business problems using current technology
- Develop effective communication and information literacy skills/demonstrate the ability to deliver effective presentations enhanced by technology, demonstrate the ability to write clear and concise reports, demonstrate the ability to search databases, locate, use and properly cite relevant information
- Interact effectively in teams

Course Outline

This outline provides an approximate schedule for the course. Expect minor adjustments to the schedule since the pace of a course is difficult to predict. More exact dates are on the course website. All readings are from the text unless otherwise noted.

Week	Topic	Reading	Assignments
1	Introduction - Course overview - The role of research in business - Business research process overview - Research ethics	Ch. 1 Ch. 6 (sections on ethics)	
2	Problem discovery & definition - Defining the research objectives - Reviewing the literature on the chosen research topic	Ch. 2 Ch. 3	
3	Research design	Ch. 5	
4	Using secondary data		Hand in project topic for approval
5	Collecting primary data - One-on-one interviews - Group interviews	Ch. 10	
6	Survey research - Overview - Questionnaire design Communicating with respondents	Ch. 11 Ch. 6 (negotiating access sections)	
7	**Exam 1**		
8	Quantitative data analysis	Ch. 12	
9	Quantitative data analysis		Hand in draft questionnaire

Week	Topic	Reading	Assignments
10	Quantitative data analysis		
11	Communicating research results	Ch. 14	Hand in project analysis plan
12	Qualitative data Analysis Other methods of data collection - Observational methods - Experimental research	Ch. 13 Ch. 9	
13	Wrap up/Group presentations		
14	Group presentations		Hand in project report and PowerPoint slides
	Exam 2		

Required Work and Grading

	% of Grade
Exams	56
Group research project	30
Group homework case studies	10
Class participation	4

Exams

There are 2 exams, each worth 30 % of the course grade. Exam 1 covers material from the beginning of the semester up to roughly mid-semester. Exam 2 covers material from roughly mid-semester up to the end of the term. The format of the exams is a combination of multiple choice and short answers/essays. More details as to the exams will be made available in class.

Curve: Exams will be curved so that the class average is no lower than 75 %.

Make-Ups: Except under extraordinary circumstances, there are no exam make-ups.

Research Project

Working in groups students are to conduct a survey research study on a topic to be agreed upon with the instructor. The project is worth 30 % of the course grade and requires students to

construct a questionnaire, administer it, analyze the results and communicate the results in a report as well as in a short presentation. More details as to the project are available on the course website.

Curve: The project grade will be curved so that the class average is no lower than 75 %.

Late submission: The project report must be submitted on time and the presentation made when scheduled. Interim work (e.g. topic description for approval, draft questionnaire, draft analysis plan) may be handed in up to one day late without penalty.

Class Participation

Participation in class activities, discussions are worth 4 % of your course grade.

Curve: Class activities are not curved.

Late or Missed activities: Class activities cannot be made up except under extraordinary circumstances.

Grading Scale

The conversion of percentage points to letter grade is as follows:

A	89.5 up to 100
B+	86.5 up to 89.5
B	79.5 up to 86.5
C+	76.5 up to 79.5
C	69.5 up to 76.5
D	59.5 up to 69.5
F	0 up to 59.5

Course Policies

E-mail communication

Students are to use their NJIT e-mail (ucid@njit.edu) and no other e-mail provider in communicating with the instructor.

Computer Requirement and Access to the Internet

NJIT requires all students to have access to a computer at their place of residence. Details as to this requirement may be found on the college's website on the page describing NJIT's Undergraduate Student Computer Requirement.

Access to the Internet is required for this course. NJIT provides on campus access to the Internet to all students. Details as how to access the Internet as well as other resources at NJIT may be found in the [Student Quick Start Guide](#).

Deadlines/Late Work/Make-ups

Specific policies concerning the acceptance of late work and make-ups are discussed in the sections covering course requirements. Exceptions will be made when extraordinary circumstances were responsible for work not being completed on time. Students may need to contact the Dean of Students' office and have it determine that the reasons given for not doing the work on time are valid.

Incompletes

Incompletes will be given only to students who cannot finish the course on time due to major reasons outside of their control (e.g. illness, family tragedy, military service). Students may need to contact the Dean of Students' office and have it determine that the reasons given for not doing the work on time are valid.

Students with disabilities

Students with disabilities needing accommodations of any nature so as to have a fair opportunity to perform in the class need to contact the [counseling center](#). Staff at the counseling center will determine what constitutes a reasonable accommodation and inform the instructor of what it is.

Honor Code

You are required to follow NJIT's honor code, which can be found at http://www.njit.edu/doss/policies/honorcode/.