

NEW JERSEY INSTITUTE OF TECHNOLOGY

Martin Tuchman School of Management

Course

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| Title | Business Research Methods | Number | MGMT 316-002 |
| Prerequisites | MGMT 216 ¹ , MIS 245 | Semester | Spring 2019 |

Instructor

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|---------------------|--|------------------|--------------|
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| Office | CAB 3024 | | |
| Office Hours | Monday, Wednesday 2:30 PM to 4:30 PM and at other times by appointment | | |

Class Schedule

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|--|--------------|
| Time | Place |
| Monday, Wednesday 10:00 AM to 11:20 AM | Mall PC 36 |

Course Materials

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

| | |
|-----------|--|
| Title | Research Methods for Business: A Skill Building Approach |
| Authors | Uma Sekaran, Roger J. Bougie |
| Edition | 7th |
| ISBN | 978-1-119-16555-2 |
| Publisher | Wiley |

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.

¹ MGMT 216 covers business statistics and is essential for this course.

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 (statistics) appropriate to the problem, and the communication of research results.

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

They will also know how to communicate results orally (presentations) and in writing (reports).

BS in Business 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. More exact dates are on the course website. All readings are from the text except where otherwise noted.

| Week | Topic | Assignments |
|------|---|---|
| 1 | Introduction Project Description Project Group Formation | Read Ch. 1 Introduction to research |
| 2 | What will you study and why? <ul style="list-style-type: none"> • Problem definition • Understanding the business decision • Managerial decision statements • Research objectives and questions | Read Ch. 3 Defining & refining the problem Research topic due |
| 3 | How will you study it? <ul style="list-style-type: none"> • Research design- The master plan • Exploratory research | Read Ch. 6 Elements of research design Due: Assignment 1 |
| 4 | How will you collect the needed information? (Part 1) <ul style="list-style-type: none"> • Conducting interviews | Read Ch. 7 Interviews Due: Assignment 2 |
| 5 | <ul style="list-style-type: none"> • Conducting surveys | Read Ch. 9 Administering questionnaires |
| | <ul style="list-style-type: none"> ○ Sampling | Read Ch. 13 Sampling Due: Assignment 3 |
| 6 | <ul style="list-style-type: none"> ○ Questionnaire design and administration | Read Ch. 9 Administering questionnaires Due: Due Assignment 4 Due: Research proposal |
| 7 | Exam 1 | |

| Week | Topic | Assignments |
|------|---|---|
| 8 | <ul style="list-style-type: none"> ○ Measurement concepts | Read Ch. 11 Operational definition Read Ch. 12 Scaling, reliability & validity |
| 9 | How will you make sense of the collected information? <ul style="list-style-type: none"> • Data analysis | Ch. 14, 15 |
| 10 | <ul style="list-style-type: none"> • Data analysis (continued) | |
| 11 | <ul style="list-style-type: none"> • Data analysis (continued) | |
| 12 | How will you communicate what you found? <ul style="list-style-type: none"> • Research reports and presentations How will you collect the needed information? (Part 2) <ul style="list-style-type: none"> • Experimental research | Read Ch. 17 The Research Report Ch. 10 Experimental designs Due: Assignment 5 |
| 13 | <ul style="list-style-type: none"> • Experimental research (continued) | |
| 14 | Presentations | Due: Assignment 6 |
| 15 | Exam 2 (Finals week) | |

Required Work and Grading

| | % of Grade |
|------------------------|------------|
| Exams | 50 |
| Group research project | 23 |
| Assignments | 15 |
| Class project | 12 |

Exams

There are 2 exams, each worth 25 % 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 problems, short, essays, short answer. 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 22 % 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. Research project components (topic submission, interim work for approval, final report) are to be submitted on Moodle.

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 3 days late at a cost of 3 points off for each day or part of day (Weekends, holidays are not excluded from the count).

Assignments

Five individual assignments each worth 3 % of the course grade are required in the course. The assignments will be either short case studies or problems requiring focused application of a procedure or technique covered in the course. More details as to the assignments are available on the course website. To be uploaded to Moodle.

Curve: Assignments will not be curved.

Late submission: Assignments must be submitted within 3 days of the due date. There is a penalty of 3 points for each day or part of day an assignment is due. (Weekends, holidays are not excluded from the count).

Class Project

We will be working on a research project as a class. Much although not all of the work will be done in class. Topic and specifics will be discussed in class.

Grading Scale

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

| | |
|----|-----------------|
| A | 89.9 up to 100 |
| B+ | 86.9 up to 89.9 |
| B | 79.9 up to 86.9 |
| C+ | 76.9 up to 79.9 |
| C | 69.9 up to 76.9 |
| D | 59.9 up to 69.9 |
| F | 0 up to 59.9 |

Attendance

Attendance will be taken at the beginning of each class. Although attendance itself is not graded it does build “good will” with the instructor and your work is likely to suffer if you are not keeping up with the course.

Course Policies

E-mail communication

Students are to use their NJIT e-mail and no other e-mail provider in communicating with the instructor. (Students enrolled in another university may use its e-mail system.)

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.

Academic Integrity

You are required to follow NJIT's academic integrity policy, which can be found at :

<https://www.njit.edu/doss/code-student-conduct-article-11-university-policy-academic-integrity/>