



SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
BUS 5133 W2: Research Methods
Spring 2019 Course Syllabus
March 11, 2019 – May 5, 2019

Instructor: Dr. Luci Parmer

Department: Management & Marketing.

Campus Office Hours:

Mon & Wed: 11:30am – 12:30pm & 1:45pm – 2:45pm

Virtual Office Hours: Tues & Thurs: 9:00am – 12:00pm

Also by appointment

Website: <https://drparmer.sitey.me/>

Class Location: Blackboard/Online

Office Location: Russell, 205

Class Days: Monday - Sunday

Credit Hours: 3

e-Mail: lparmer@se.edu

Mobile: (513) 302-2520

Course Description

Concepts and methods of the scientific research process within the context of business and management. The course emphasizes an applied approach providing a thorough understanding of the nature and scope of business research.

Course Objectives

Upon successful completion of this course, students will be able to demonstrate the following learning outcomes and skills:

- Analyze the foundations of research; the design of business research; measurement; collecting, preparing, examining, and interpreting data; and reporting research.
- Generate professional and scholarly discussions with strong critical analysis within an open forum.
- Practice individual team member performance through a team-based project.
- Create a partial research paper focusing on the literature review section.
- Demonstrate effective research skills utilizing SE's online, digital library database.
- Develop enhanced writing skills within an APA formatting style.
- Justify technical skills through the use of operating Blackboard, PowerPoint, the Internet, Adobe pdf files, the McGraw-Hill Connect digital lab component, and audio/video applications.

Specific John Massey School of Business (JMSOB) {AACSB Accredited} Learning Standards emphasized in this course include:

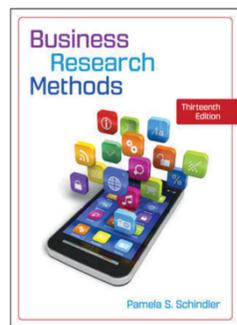
- **Communication:** JMSB graduates will be effective communicators with the ability to prepare and deliver oral and written presentations using appropriate technologies.
- **Problem Solving:** JMSB graduates can apply critical thinking skills, quantitative methods and technology to problem solving.
- **Ethics:** JMSB graduates possess the knowledge and understand the significance of making ethical business decisions.
- **Teamwork:** JMSB graduates possess the skills necessary to work effectively as a member of a team.
- **Business Knowledge:** JMSB graduates will understand the functional areas of business and how they relate to each other.

Required Course Materials

It is extremely important that you obtain course materials before the start date of the course. You do not have to wait until you receive a copy of the syllabus to find out the required book for any given course. You may use the Southeastern Oklahoma State University (SE) Official Bookstore to find the book. Try it now! Go to goo.gl/jRh3v0 (this is a shortened web-address for the SE Bookstore), type in the information for one of your courses, and see the book!

Textbook Information:

Business Research Methods, Edition: 13, Pamela Schindler, 2019©



Rental ISBN numbers

Hardcover text: 9781259918933

Connect access card with e-book: 9781260519211

(The rental Connect card needs to be purchased with a text)

Non Rental ISBN numbers

Loose-leaf text with Connect: 9781260487350

Connect access card with e-book: 9781260210040

Digital Lab Component and Information

This course utilizes a digital lab component called McGraw-Hill **Connect** where some of this course's assignments will be housed.

Digital Literacy Skills Needed

Students enrolled in this course will be expected to navigate Blackboard within an integrated digital lab integration capacity, and for viewing important announcements, assignment reminders, grades, emails,

additional course content and to complete a variety of course activities within their prospective weekly folders.

Additional required digital literacy skills include the proper use of computer networks to locate and store files, effective use of online search tools (i.e., Internet, web browsers, SE's Henry G. Bennett Memorial online library of articles and databases), as well as, opening Microsoft PowerPoint files, pdf files, related videos, and saving Word documents to a pdf file. Additional understanding needed regarding the use of proper citation of information sources.

Required Online Student Orientation Badge Completion

Students enrolled in this course will be expected to navigate BlackBoard to obtain course content and complete assignments. To ensure each student is adequately equipped for these requirements, you have been enrolled in a resource course titled **Online Student Orientation**. Below are two videos to help with completing the orientation and submitting your badge.

- Beginning Orientation: <https://youtu.be/2nli91jFSt8>
- Submitting the Badge: <https://youtu.be/ngOtr Kihwl>

The Orientation course will take approximately two to four hours to complete in full. You will be required to provide proof of completion of the orientation course before gaining access to the course work folders. Discovery of falsified credentials (badge) is an integrity violation and will follow SE's academic integrity policy.

Blackboard Support Contact Information

Blackboard support, to include phone support, walk-in support, and form stack support request can be found on the Southeastern Blackboard homepage at: <https://blackboard.se.edu/> by clicking on Bb technical support request, or chat support can additionally be requested in the lower right-hand corner on "Live Chat" between the hours of 7:00am-1:00am CST.

McGraw-Hill Connect (Digital Lab) Technical Support Contact Information

The McGraw-Hill Student Technical Support phone number is (800) 331-5094 (fastest support), or go www.mhhe.com/support.

IMPORTANT: McGraw-Hill Connect Resources Including Registration and Technical Support

- **Preventing common registration problems:** <http://createwp.customer.mheducation.com/wordpress-mu/success-academy/preventing-common-registration-problems/?tutorial=true>
- **Meet SmartBook:** <https://www.youtube.com/watch?v=5beTQynMyc4>
- **How to Navigate Smartbook as a student:** <https://youtu.be/NgTyRWepuEw>
- **Student Trouble Shooting** <http://connect.mheducation.com/connect/troubleshoot.do>

Technology Requirements Needed for this Course

- Internet access (I suggest high-speed access)
- Audio/video capabilities on your computer/laptop

Below are technical support phone numbers for some major computer/laptop brands in case you need to call and find out more on what your computer system's actual technical capabilities are:

- Apple Tech Support: (800) 692-7753
- Dell Tech Support: (800) 999-3355
- Asus Tech Support: (888) 678-3688
- Acer Tech Support: (866) 695-2237
- Lenovo Customer Service: (855) 253-6686

SE's Technical Requirements Policy

Please read the *Technical Requirements* policy on the Southeastern Distance Education website <http://homepages.se.edu/blackboard/student-support/browser-recommendations/>

In summary, you will need access to a reliable computer with adequate specs and a reliable internet connection, with a backup plan (i.e. university library, computer labs, or local library) in case you experience technical difficulties. Oftentimes technical problems are browser related, so if this occurs try a different browser. **Chrome and Firefox work best with Blackboard.**

Prerequisite Knowledge and Skills Needed

Correct grammar, spelling, and punctuation are necessary in a college course. Therefore, you are encouraged to take advantage of the resource, Basics of Language Training (BOLT) found inside the Online Student Orientation. These modules are self-paced and will serve as a refresher course for writing. Each online course will require correct usage of grammar and within APA format. The Basics of Language Training (BOLT) course contains self-paced modules on the APA basic format as well as Citing Sources in APA.



You are strongly encouraged to review these modules to be fully prepared for your courses. If you are unable to demonstrate adequate usage of grammar, punctuation, spelling, or APA format, you could be required to work on the completion in the Basics of Language Training (BOLT). Additionally, the menu of each course will have a link to the Purdue OWL site, which is an excellent resource for quick references regarding the APA writing style format.



Academic Coaches

Due to the large enrollment in this class, I have been advised by SE CIDT to utilize academic coaches to assist with grading. These academic coaches can even answer your emails. Additionally, you will be provided the information regarding who your assigned academic coach is for this term. The academic coaches are to adhere to the policies and guidelines I have set forth in this course.

Furthermore, I (Dr. Parmer) have designed this entire course myself along with the syllabus, weekly folder content, weekly audio/video screencast overviews, the integration of the McGraw-Hill Connect digital lab component, all of the assignments, all of the exams, and all of the grading rubrics used in this course.

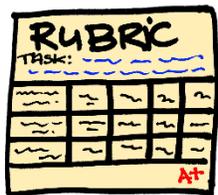
If you have any questions whatsoever that you want to ask me personally throughout the entire duration of this course, do not hesitate to reach out to me by email at lparker@se.edu or phone/text at (513) 302-2520. Additionally, I have virtual and face-to-face office hours you can attend, as well.

Definition of a Week

Each week will begin at 12:00am Monday and will end at 11:59pm Sunday. This will be the time frame for which students will be expected to work within a given week's folder/module. All assignments will be due each week at 11:59pm on Sunday. All times will be based on the time zone of this institution, which is **Central Standard Time (CST)**.

Work Load

The amount of time you will spend in a course can vary depending upon your prior education and experience with the topic of the class. You may spend more or less time on any given week depending on your reading speed, the need to re-read content, and how quickly you comprehend the subject and requirements. However, it is roughly estimated that you will spend on average, 8-12 hours per week in any given course.

Standard Grading Rubrics for Assignments (Where Applicable)

This course uses standard, pre-created and uploaded grading rubrics, where applicable. Grading rubrics will be attached digitally to the *Discussion Forums*, *Video Case Studies*, and the *Literature Review Project*. You should always review the grading rubric prior to starting any activity to fully understand the expectations of the assignment and to use the grading rubric as a guide to develop your analysis. The *Exams* are 50 multiple-choice questions worth 2 points. The *LearnSmart Study Modules* are essentially a pass/fail grade and have a variety of question formats (i.e., multiple choice, matching). Due to the design of the *Exams* and the *LearnSmart Study Modules* there are no grading rubrics for these types of assignments.

NOTE: Please refer to pages 7 – 10 on this syllabus in the section titled “**Full Explanation of Course Assignments with Grading Rubric Information**” for complete detailed instructions on all activities for this course, and the grading rubric information, where applicable.

Office Hours

Page one indicates both my face-to-face and virtual office hours. The virtual office hours will be with the use of [Zoom](#) video conference technology online. At the beginning of each week, I will post in an announcement a weblink to access the Zoom meetings for the week virtually. If you would like to attend a Zoom office hour meeting, please send me a text message notifying me and then just follow the Zoom instructions provided.

Grading Feedback

All assignments will be graded within seven days from the due date, if not before.

Missed Exam Policy

Make-up exams will be administered only under circumstances involving a religious observation.

Late Assignment Policy

A penalty deduction will be applied to all work submitted late. No assignments will be accepted after the class ends.

Statement of Academic Integrity

All students must comply with Southeastern Oklahoma State University’s School of Business Policy on Academic Honesty. This policy statement covers cheating, plagiarism, unauthorized possession, or disposition of academic material, as well as sanctions and procedures. Details of this policy can be found below within the university [Student Handbook](#).

Southeastern Student Code of Conduct

All participants in this course are bound by the University of Code of Conduct, found at <http://www.se.edu/dept/student-life/files/2009/10/student-handbook.pdf>

Southeastern Academic Calendar

The SE academic calendar is a great place to locate important semester dates and deadlines. To review, click this link <http://www.se.edu/dept/registrar/calendar/>

Counseling Center

Any student experiencing mental or emotional issues who desires free, confidential, clinical counseling is encouraged to contact the SE Counseling Center at (580) 745-2988 to schedule an appointment during normal working hours Monday-Friday, 8:00AM to 5:00PM. For after-hours mental health emergencies, please call SE Campus Police at (580) 745-2911 or the Mental Health Crisis Hotline at 1-800-522-1090.

Disability Accommodations

Any student needing special accommodations due to a disability should contact the Office of Compliance and Safety, Administration Building, Suite 311 or call (580) 745-3090 (TDD# 745-2704). It is the responsibility of each student who anticipates or experiences barriers to their academic experience to make an official request for disability related accommodations in a timely manner.

Equity and Non-Discrimination Statement

Southeastern Oklahoma State University, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, or status as a veteran in any of its policies, practices, procedures, or programs. This includes, but is not limited to: admissions, employment, financial aid, and educational services. Inquiries regarding non-discrimination and equity policies may be directed to: Michael Davis, Director of Compliance and Safety & Title IX Coordinator, (580) 745-3090, or mdavis@se.edu.

SE Refund/Drop Policy

Once a student selects classes and enrolls/pre-enrolls, the student is considered to be “officially enrolled” and is responsible for all tuition/fees incurred. Dropping/withdrawing from courses is the sole responsibility of the student. Southeastern does not automatically cancel a student’s enrollment for non-payment of tuition/fees. During the first two weeks of each semester, students who are reported as “Never Attended” in 100% of all their courses will be administratively cancelled from all enrollment for the semester.

Incremental Weather Information:

Due to any type of incremental weather condition class could be cancelled. [Click here](#) to gain more information regarding the SE Alert System.

Student Support Services (SSS)

SSS helps eligible students successfully complete their post-secondary education by providing a foundation for overcoming academic, personal, and cultural barriers to higher education. By fostering a highly personalized (one-on-one) environment, SSS staff strives to build professional and personal relationships with students in order to carefully assess their individual needs and to offer appropriate academic, personal, and career support. [Click here for more information.](#)

Grading Criteria:

Exams	30%
Discussion Forums	20%
Team-Based Video Case Studies	20%
Literature Review Project	20%
<u>LearnSmart Study Modules</u>	<u>10%</u>
Total:	100%

Full Explanation of Course Assignments with Grading Rubric Information

Exams and How They are Graded

All exams are graded on a 0-100% scale. Each exam has 50 multiple choice questions worth 2 points each, for a total of 100 points. There is a total of three exams in the course, and exams are worth 30% of your overall final grade. You will take your exams in Blackboard. There is a 2-hour time limit on all exams in this course.

Discussion Forums with Grading Rubric Information

Each discussion forum in this course utilizes the same discussion forum grading rubric. See below for the grading rubric and a full explanation of what the expectation is within each grading rubric criteria.

Grading Rubric for the Discussion Forums

Criteria	Proficiency
Grasping of Key Concepts	0 – 25 points
Replies to Classmate's Post	0 – 25 points
Ideas are Expressed Clearly and Concisely	0 – 25 points
Proper Vocabulary and Grammar Used with Sources Cited Appropriately	0 – 25 points
Total Points Available: 100	

What I look for under the ***grasping of key concepts*** area is that you understand what the discussion forum is asking you to do. This takes doing research on the topic or concept before you develop your analysis and post to the discussion forum. Sources of research could be, for example, the textbook or e-book, reputable websites, academic journal articles, and/or interviewing or talking with someone whom is an expert in this field or area. All sources used should be cited.

What I look for under the ***replies to at least one other classmate's posting*** is are you actively engaged on the discussion forum by responding to at least one other classmate's post Additionally, give a good thorough response. Don't just say "that's great" or "yeah, I totally agree with you." Give a well thought-out, scholarly, academic and professional response. The main point is for all of us to be actively engaged discussing the topics and concepts of the course in an open forum.

What I look for under the ***ideas are expressed clearly and thoroughly*** area is that your post and your reply are very focused and answer the discussion forum question(s) directly. I would like for you to blend in the discussion forum questions into your overall analysis. This will help you stay on track to what questions you need to exactly be answering and it will help you not to forget any question. Writing in paragraph form is preferred, but I am OK with bullet points of information.

What I look for under the ***proper vocabulary and grammar used with sources cited where appropriate*** is that you are not text-typing or abbreviating words, for example, putting "bc" for "because", or not capitalizing your "I" and instead just typing it as "i". Do not use cuss words on the discussion forum. Always

present yourself in a professional manner. Do not have typos. Lastly, points will be deducted for not properly citing your sources.

Video Case Studies with Grading Rubric Information

The video case study analysis is a team project. It is important to learn to work effectively as a team member within group dynamics. Each team will have its own discussion forum in order to exchange contact information including cell phone numbers and email addresses in order to communicate throughout the term. Likewise, teams are able to communicate on their designated discussion board forum. It is suggested to divide the questions up amongst the team members but then one person be the designated team leader to compile the Microsoft Word files all into one overall paper for submission. Only one assignment file should be uploaded per team. The video case study analysis should be typed in Microsoft Word but saved to a pdf format.

Note: If any team member is not communicating with their group or doing his/her assigned part in a timely manner please notify Dr. Parmer and/or the designated academic coach. Grades will be adjusted depending on individual team member performance.

The number of questions will vary by case, but you want to write your case in APA format. APA format includes, but not limited to, these main elements:

- Cover page with first and last name and university affiliation
- Running header
- Double-spaced content
- Times New Roman font style
- 12 point font size
- Page numbers in the upper right hand corner
- 1" margins all the way around (i.e., top, bottom, left, right), and a
- References page

Additionally, the video case study questions should be turned into "headings" into the actual paper. The writing of the paper should be clear and concise solid, critical analysis, and thoughtful answers provided. The paper should be free from misspellings, and grammatical errors.

Below are some resources to help with your writing style:

- To create and generate a reference list go to www.noodletools.com
- Grammarly <https://www.grammarly.com/> for checking grammatical errors
- Adobe for pdf www.adobe.com
- [Purdue Online Writing Lab \(i.e., OWL\)](http://www.purdue.edu/owl)

Note: You do not have to use these above mentioned resources, and some of these resources charge a nominal monthly or quarterly fee for access. These are just suggestions for tools to help with your writing style. You should be able to save your Microsoft Word document to a pdf already (free of charge), but if you have any questions or concerns about this, please let me know.

Grading Rubric for the Video Case Studies

	Proficiency
Critical Analysis	0 – 25 points All of the video case questions were answered accurately, completely and thoroughly with strong critical analysis.
Aesthetics	0 – 25 points The analysis was polished, professional in nature, well-organized and aesthetically pleasing.
Grammar and Style	0 – 25 points Proper grammar was used free from typos, overly long paragraphs, and grammatical errors.
Format	0 – 25 points The video case analysis is written in the correct formatting style with the case study questions provided prior to the analysis; and in proper APA format.

Literature Review Project with Grading Rubric Information

You will write a partial research paper. This is an individual assignment. Start by creating a research topic that has an independent variable and a dependent variable, for example, “The Relationship between Personality and Leadership.” Personality is the independent variable (i.e. predictor variable) and leadership is the dependent variable (i.e., outcome variable). This project will not require you to collect data and run data analysis. One of the hardest parts of writing a research paper and tedious and maybe even the least desirable sections is the *literature review* section. However, this is a very important part of the research paper where essentially you “review the prior literature” on your research topic as best as possible. This partial paper needs to be written in APA format. You will need to include a:

- Running Header
- Cover Page
- Abstract (typically written last, but would like for you to still practice writing an abstract)
- Introduction
- Literature Review
- References

You are to go to SE’s Henry G. Bennett Memorial Library. [Click here for access to the SE library database portal](#). Do a search for articles that have already been published in academic journals pertaining to your research study for your literature review. You are to review the existing literature that has already been published and summarize this information in your paper’s literature review section. The literature review section should be 3 - 5 pages. Be sure and review and summarize current research within the last 5 – 10

years. However, if you happen to be referencing a theory, for example, that developed many decades ago, it is OK, and expected, to include that article of information from its original source date. Additionally, some of your references can be from reputable websites and online newspapers and magazines, for example.

[Click here for access to an advanced APA reference generator for a nominal fee.](#) (i.e., www.noodletools.com)

[Click here for access to an additional APA reference generator.](#) (i.e., www.citethisforme.com)

[Click here](#) for an APA paper example. (i.e., Purdue Online Writing Lab)

Grading Rubric for the Literature Review Project

	Proficiency
Critical Analysis	0 – 25 points The writing style is thorough with strong critical analysis.
Aesthetics	0 – 25 points The partial paper with literature review is polished, professional in nature and tone, well-organized, and aesthetically pleasing.
Grammar and Style	0 – 25 points Proper grammar was used free from typos, overly long paragraphs, and grammatical errors.
APA Format	0 – 25 points A proper APA formatting style was utilized.

LearnSmart Study Modules and How They are Graded

The LearnSmart Study Modules are designed to go over in detail every learning objective within each chapter covered in this course within a fun and interactive digital SmartBook format. These study modules are a pass/fail grade. If you complete the study module in its entirety you get 100%.

Note: The following pages 11 – 12 contain the master schedule of topics covered with course assignments and due dates.

Master Schedule of Topics Covered with Course Assignments and Due Dates

Note: Spring Break will be from March 18th – March 24th - No Assignments Due during Spring Break

<u>Week # and Dates</u>	<u>Chapters Covered and Course Activities with Due Dates</u>
<p>#1:</p> <p>Monday - Sunday 03/11 – 03/17</p>	<ul style="list-style-type: none"> • Chapter 1: Research Foundations and Fundamentals • Chapter 2: The Research Process: An Overview • Chapter 3: Clarifying the Research Process <p align="center"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>Meet & Greet</i> Discussion Forum - Video Case Study: Pebble Beach Company - Connect Digital Lab: Chapters 1, 2, & 3 LearnSmart Study Modules
<p>#2</p> <p>Monday – Sunday 03/25 – 03/31</p>	<ul style="list-style-type: none"> • Chapter 4: Stage 2: Research Design: An Overview • Chapter 5: Stage 2: Sampling Design <p align="center"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>From the Headlines: Uber</i> Discussion Forum - Video Case Study: United States Tennis Association (USTA) - Connect Digital Lab: Chapters 4 & 5 LearnSmart Study Modules
<p>#3</p> <p>Monday - Sunday 04/01 – 04/07</p>	<ul style="list-style-type: none"> • Chapter 6: Stage 2: Data Collection Design: Qualitative Research • Chapter 7: Stage 2: Data Collection Design: Observation Research <p align="center"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>From the Headlines: Los Angeles International Airport (LAX)</i> Discussion Forum - Connect Digital Lab: Chapters 6 & 7 LearnSmart Study Modules - Exam #1 (Chapters 1 - 6)

<p>#4</p> <p>Monday – Sunday 04/08 – 04/14</p>	<ul style="list-style-type: none"> • Chapter 8: Stage 2: Data Collection Design: Experiments • Chapter 9: Stage 2: Data Collection Design: Survey Research <p style="text-align: center;"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>Mid-Term Course Feedback</i> Discussion Forum - <i>From the Headlines: Mercedes-Benz</i> Discussion Forum - Video Case Study: Lexus SC-430 - Connect Digital Lab: Chapters 8 & 9 LearnSmart Study Modules
<p>#5</p> <p>Monday – Sunday 04/15 – 04/21</p>	<ul style="list-style-type: none"> • Chapter 10: Stage 2: Measurement Foundations • Chapter 11: Stage 3: Measurement Questions • Chapter 12: Stage 3: Measurement Instruments <p style="text-align: center;"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>From the Headlines: Walmart and Mondelez Corps.</i> Discussion Forum - Connect Digital Lab: Chapters 10, 11, & 12 LearnSmart Study Modules - Exam #2 (Chapters 7 – 12)
<p>#6</p> <p>Monday – Sunday 04/22 – 04/28</p>	<ul style="list-style-type: none"> • Chapter 13: Stage 3: Collect, Prepare, and Examine Data • Chapter 14: Stage 4: Hypothesis Testing <p style="text-align: center;"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - <i>From the Headlines: Psychological Science</i> Discussion Forum - Video Case Study: Volkswagen’s Beetle - Connect Digital Lab: Chapters 13 & 14 LearnSmart Study Modules
<p>#7</p> <p>Monday - Sunday 04/29 – 05/05</p>	<ul style="list-style-type: none"> • Chapter 15: Stage 4: Measures of Association • Chapter 16: Stage 5: Research Reports: Supported Insights and Recommendations <p style="text-align: center;"><u>Assignments Due: Sunday at 11:59pm CST</u></p> <ul style="list-style-type: none"> - Connect Digital Lab: Chapters 15 & 16 LearnSmart Study Modules - Literature Review Project - End-of-Course Survey - Final Exam (Chapters 13 - 16)