Course Description

Guides students in advancing their knowledge of different research principles used to embrace organizational opportunities and combat weaknesses and threats. Students compile a SWOT analysis and develop an understanding of research tools used in business and industry.

Course Material(s)

No physical text required; text and resources are integrated within the course.

Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Discuss the importance of research-based decision making in a company.
2. Examine the developmental components of a research study.
3. Explore quantitative research methods.
4. Describe how qualitative research methods are used.
5. Appraise experimentation and observation research methods.
6. Conduct an environmental scan of an organization to result in an analysis of its strengths, weaknesses, opportunities, and threats (SWOT).
7. Appraise current research tools used in business and industry.
8. Summarize how a company applies research methods to solve problems within the organization.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. Study Guide: Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. Learning Outcomes: Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. Unit Lesson: Each unit contains a Unit Lesson, which discusses lesson material.
4. Reading Assignments: Each unit contains Reading Assignments from the CSU Online Library.
5. Suggested Reading: Suggested Readings are listed in each unit’s study guide. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. Unit Assignments: Students are required to submit for grading Unit Assignments in Units I-VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.
7. Ask the Professor: This communication forum provides you with an opportunity to ask your professor general or course content related questions.
8. Student Break Room: This communication forum allows for casual conversation with your classmates.
CSU Online Library

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, Ask a Librarian, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

Unit Assignments

Unit I Article Review

Using the CSU Online Library, locate a peer-reviewed article that discusses research in an organization. Topic ideas include the role of research, development of research studies, integration of different types of methods, or the communication of research results within an organization. Note that these are ideas; please expand within the parameters of research used within organizations. Respond to the following questions/topics:

1. Summarize the article with an eye on the author’s main point.
2. How does this article contribute to contemporary thinking about research?
3. How does this article illustrate the importance of using research to make decisions within an organization?
4. How can information in this article be applied to your field?
5. What is your opinion on the topic of this article?

Your APA-formatted response must be a minimum of three pages in length (not including the title page and the reference page). Your sources should be located using the CSU Online Library and must be peer-reviewed. All sources used must be referenced; paraphrased and quoted material must have accompanying citations.

For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide at http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide. Instructions for formatting formal documents can be found on page 17.

Information about accessing the Grading Rubric for this assignment is provided below.

Unit II Scholarly Activity

Most problems companies face are due to a lack of information; with complete and accurate information, the problems could be solved. Using the CSU Online Library, explore the topic of how research is conducted in organizations to address problems or issues. Then, select a company that is of interest to you, and respond to the following questions/topics:

1. Briefly describe your company. Identify potential problems or issues (current or future) that your company might address with a research study.
2. What indicators are prevalent demonstrating that the company is effectively (or ineffectively) using research studies within the organization?
3. How might the company use secondary research? How might they use primary research?
4. What might this company do in the future to expand its research? Include your rationale.

Your APA-formatted response must be a minimum of three pages in length (not including the title page and the reference page) and must include an introduction, a thesis statement (concise summary of the main point of the paper), and a clear discussion of the questions/topics above. Your response must include a minimum of two credible references. All sources used must be referenced; paraphrased and quoted material must have accompanying citations.
For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide at http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide. Instructions for formatting formal documents can be found on page 17.

Information about accessing the Grading Rubric for this assignment is provided below.

Unit III Scholarly Activity

Using the CSU Online Library and other disciplinary resources, research how qualitative research is used in your field. Using this information, write an essay that describes how qualitative research tools can be used to aid in decision making within your field. Be sure your essay addresses the following questions/topics:

1. Describe specific qualitative methods and tools that could be used within your discipline to gather data. Include your rationale.
2. Evaluate their effectiveness with respect to certain areas within your discipline.
3. Include company or organizational examples within your essay, as relevant.
4. In your opinion, what is the future of qualitative research both within your discipline and in general?

Your APA-formatted response must be a minimum of three pages (not including the title page and the reference page) and must include an introduction, a thesis statement (concise summary of the main point of the paper), and a clear discussion of the questions/topics above. Your response must include a minimum of two credible references. All sources used must be referenced; paraphrased and quoted material must have accompanying citations.

For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide at http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide. Instructions for formatting formal documents can be found on page 17.

Information about accessing the Grading Rubric for this assignment is provided below.

Unit IV Scholarly Activity

Using the CSU Online Library and other disciplinary resources, research how quantitative research is used in your discipline. Using this information, write an essay that describes how quantitative research tools can be used to aid in decision making within your field. Be sure your essay addresses the following questions/topics:

1. Describe specific quantitative methods and tools that could be used within your discipline to gather data. Include your rationale.
2. Evaluate their effectiveness with respect to certain areas within your discipline.
3. Include company or organizational examples within your essay, as relevant.
4. In your opinion, what is the future of quantitative research both within your discipline and in general?

Your APA-formatted response must be a minimum of three pages (not including the title page and the reference page) and must include an introduction, a thesis statement (concise summary of the main point of the paper), and a clear discussion of the questions/topics above. Your response must include a minimum of two credible references. All sources used must be referenced; paraphrased and quoted material must have accompanying citations.

For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide at http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide. Instructions for formatting formal documents can be found on page 17.

Information about accessing the Grading Rubric for this assignment is provided below.

Unit V PowerPoint Presentation

You are the research manager within your organization, and you are grappling with a problem that needs further research. Your immediate supervisor is interested in using experimentation and observation research techniques in researching this problem and requests that you prepare a presentation to educate him on these methods. You are unsure whether using these techniques would be adequate, but you set yourself on a mission to analyze the two research methods to provide him with the best information.
Compile a PowerPoint with your analysis of experimentation and observation as they apply to your company and/or discipline. In your PowerPoint, be sure to address the following questions/topics:

1. Describe specific experimentation and observational methods that could be used within your discipline to gather data. Include your rationale.
2. Evaluate their effectiveness with respect to certain areas within your discipline.
3. Include company or organizational examples, as relevant.
4. In your opinion, are there any ethical implications with the use of experimentation and observational methods within your discipline?

Your presentation must be at least 12 slides in length (including a title slide and a reference slide). In this presentation, you are required to use speaker notes. In the speaker notes, you will provide what you would say if you were actually giving the presentation to your supervisor. Please write your notes in complete sentences and adhere to typical grammar and punctuation rules.

All sources used must be referenced; paraphrased and quoted material must have accompanying citations. Be sure to use APA style for citations and references.

Information about accessing the Grading Rubric for this assignment is provided below.

**Unit VI Scholarly Activity**

Select an existing company, possibly a publicly held company in order to find easily accessible information. Research the company and compile a SWOT analysis identifying a minimum of four elements under each of the strengths, weaknesses, opportunities, and threats. Explain each element with an eye on how this affects the company overall. Once the table has been compiled, address the following questions:

1. How does this tool assist the marketing and management teams to solve problems within the company?
2. Based upon your research and this SWOT analysis, what recommendations would you make for the management team?

Your APA-formatted submission must be a minimum of three pages (not including the title page and the reference page). The table may be single spaced. References must include a minimum of two credible sources.

Click [here](#) for a template for this assignment.

Information about accessing the Grading Rubric for this assignment is provided below.

**Unit VII Web Assignment**

Using your favorite search engine, locate the websites for two research firms. Conduct a review of the services offered by these two different research firms. What types of tools do they use, and how effective are those tools? Then, write an essay responding to the following questions/topics, evaluating each research firm’s capability of providing valuable services to its customers.

1. Contrast the services and tools provided by the two research firms.
2. Explain the advantages of utilizing these research firms.
3. Discuss why a company might decide to save the money and utilize its in-house team as opposed to one of these firms.
4. Explain how the tools discussed in the lecture might enable more companies to complete their research internally.

Your APA-formatted submission must be a minimum of three pages (not including the title page and the reference page). References must include the two websites and a minimum of one additional credible reference. All sources used must be referenced. Paraphrased and quoted material must have accompanying citations.


Information about accessing the Grading Rubric for this assignment is provided below.
Unit VIII PowerPoint Presentation

Compile a PowerPoint presentation introducing the importance of research and the use of research methods within an organization. Think about how this applies to your industry and, specifically, to a company that might use research methods discussed in this course. As you compile this PowerPoint, discuss the points identified below.

- **Analyze the theoretical aspects of research methods to include the following:**
  - significance of conducting effective research leading to good decision making,
  - analysis of the process associated with putting together a research study,
  - summary of research methods including advantages and disadvantages of each, and
  - effective presentation strategies for reporting research results.

- **Apply learning from this course to your discipline to include the following:**
  - Explain either a hypothetical or real research problem that could arise within a company in your discipline.
  - Discuss a minimum of two research methods that could be used to address this research problem.
  - Identify and explain specific challenges and opportunities associated with the use of these research methods within your discipline.

Your PowerPoint must be at least 16 slides in length (including a title slide and a reference slide). In this presentation, you are required to use speaker notes. In the speaker notes, you will provide what you would say if you were actually giving the presentation to an audience. Please write your notes in complete sentences and adhere to typical grammar and punctuation rules.

All sources used must be referenced; paraphrased and quoted material must have accompanying citations. Be sure to use APA style for citations and references.

Information about accessing the Grading Rubric for this assignment is provided below.

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Assessment (Written Response) and (2) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Assessments and Assignments is the method by which your instructor assigns all grades.
Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>PowerPoint Presentations (2 @ 12%)</td>
<td>24%</td>
</tr>
<tr>
<td>Scholarly Activities (4 @ 13%)</td>
<td>52%</td>
</tr>
<tr>
<td>Unit I Article Review</td>
<td>12%</td>
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<tr>
<td>Unit VII Web Assignment</td>
<td>12%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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## Unit I
**The Role of Research in Decision Making**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
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</table>
| Read:            | **Reading Assignment:** See Study Guide  
|                  | **Suggested Reading:** See Study Guide  |
| Submit:          | **Article Review** |

Notes/Goals:

## Unit II
**Development of a Research Study**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
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</table>
| Read:            | **Reading Assignment:** See Study Guide  
|                  | **Suggested Reading:** See Study Guide  |
| Submit:          | **Scholarly Activity** |

Notes/Goals:

## Unit III
**Qualitative Research Methods**

<table>
<thead>
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<th>Review:</th>
<th>Unit Study Guide</th>
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</table>
| Read:            | **Reading Assignment:** See Study Guide  
|                  | **Suggested Reading:** See Study Guide  |
| Submit:          | **Scholarly Activity** |

Notes/Goals:
### Unit IV: Quantitative Research Methods

**Review:**
- Unit Study Guide

**Read:**
- **Reading Assignment:** See Study Guide
- **Suggested Reading:** See Study Guide

**Submit:**
- Scholarly Activity

### Notes/Goals:

### Unit V: Experimentation and Observation Research

**Review:**
- Unit Study Guide

**Read:**
- **Reading Assignment:** See Study Guide
- **Suggested Reading:** See Study Guide

**Submit:**
- PowerPoint Presentation

### Notes/Goals:

### Unit VI: The Use of Research Methods in Compiling a SWOT Analysis

**Review:**
- Unit Study Guide

**Read:**
- **Reading Assignment:** See Study Guide
- **Suggested Reading:** See Study Guide

**Submit:**
- Scholarly Activity

### Notes/Goals:
## Unit VII
**Popular Research Tools Used in Business and Industry**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
</table>
| Read:   | - **Reading Assignment:** See Study Guide  
          - **Suggested Reading:** See Study Guide |
| Submit: | - Web Assignment |

Notes/Goals:

## Unit VIII
**Communicating Research Results**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
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</thead>
</table>
| Read:   | - **Reading Assignment:** See Study Guide  
          - **Suggested Reading:** See Study Guide |
| Submit: | - PowerPoint Presentation |

Notes/Goals: