Course Description

Research methods with emphasis on the nature of research, problem identification and formulation, methods of observation and data collection, analysis and interpretation, research communications, and project development.

Prerequisites

None

Course Textbook


Course Learning Objectives

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

1. Design and plan a research study.
2. Apply statistical methods to business research.
3. Apply research techniques to commerce and business issues.
4. Differentiate between descriptive and inferential statistics.
5. Describe sampling theory.
6. Devise appropriate sampling distributions.
7. Write and test a hypothesis.
8. Contrast and compare between the types of descriptive, correlational, and qualitative nonexperimental research.
9. Contrast and compare between the types of experimental and quasi-experimental research.
10. Apply appropriate statistical tests.
11. Write a research proposal.
12. Write a publishable paper using APA guidelines.
13. Apply ethical research standards.

Credits

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

Course Structure

1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook.
4. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided to aid students in their course of study.
5. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
6. **Unit Assessments:** This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of multiple-choice questions.
Unit Assignments

The following webinar can be found on the Resources page of the Success Center within the myCSU Student Portal. Please review this webinar in order to gain a better understanding of a Research Proposal:

Writing Center Recorded Webinars: MBA 5652

Unit 1 Research Proposal Topic

Students need to select and present their own researchable topic for the research proposal in this course. Students are not limited to the topic suggestions listed in exercise 1 on page 76.

Complete exercises 1-9 on page 76 in the text to help you select a topic. Then, number 10 should be the topic and the problem statement for the topic that you have chosen for your research proposal and are submitting for approval by the course professor. Exercises 1-10 should be completed in a word document and submitted through the link provided in Unit I.

Example of a Problem Statement can be found on p.43 – Students need to identify a very specific problem within the stated topic. Do not let that problem be too broad (narrow it down to a specific problem that is researchable). Present that problem in a general statement about the specific need for the study. Why is the problem important enough to study? (Estimated length – one paragraph)

Unit II Assignment

For this assignment, you will submit the following components for the Research Proposal: (1) the Introduction, (2) the Problem Statement (including any corrections), (3) the Rationale for the Research, (4) Statement of the Research Objectives, (5) Hypothesis, (6) Definition of Terms, and (7) a Summary. The estimated length of this part of the assignment is four pages.

1. Introduction: The student will need to introduce what the research proposal topic is about. See page 271 of your textbook. (Estimated length – one page)

2. Problem Statement: You need to identify a very specific problem within the stated topic. Do not let that problem be too broad. It should be narrowed down to a specific problem that is researchable. Present that problem in a general thesis statement stating why the problem is important enough to study. Include any corrections or feedback you received from the Unit I Assignment. See page 43 of your textbook. (Estimated length – one paragraph)

3. Rationale for the Research: You will need to explain what the study intends to accomplish. What rationale was used to determine the importance for this study? How does your study relate to larger issues? Make a persuasive statement to justify the reason for the study. Why is the study important? To whom is it important? What benefits will occur if this particular study is done? (Estimated length – half a page)

4. Statement of the Research Objectives: Identify the objectives and the purpose for the study. Example: The purpose and the objectives for this study are to …. Identify/understand/determine…. (Estimated length – half a page)

5. Hypothesis: A hypothesis is really an educated guess. A hypothesis results when the questions are transformed into statements that express the relationships between the variables within the proposed study. It is sometimes referred to as an “if/then” statement. See page 7 of your textbook. (Estimated length – half a page)
6. Definition of Terms: Define a minimum of five terms used throughout the proposal so that readers can be sure to understand the meaning of the terminology used. An example of a definition is: “For the purpose of this research, improvement is operationally defined as post test score minus pretest score.” (Estimated length – half a page)

7. Summary: Include a restatement of the problem and a summary of the proposal. (Estimated length – one paragraph)

Each part of this assignment should be submitted in one document.

Unit III Research Article Analysis

For this assignment, review at least five articles according to the following instructions:

- Using the criteria for “Judging a Research Study” on pages 258 and 259 of your textbook, evaluate at least five or more research articles.
- Answer Questions 1 and 2 for all five articles.
- Answer two questions from each of the remaining sections of the criteria questions for all five sources (14 questions for a total of 16 questions per source).
- Include an APA references list for all five (or more) sources.

Responses to all questions should be given using complete sentences.

(For the Unit IV Assignment you will be asked to put the information from the articles you evaluated in this assignment into a literature review.)

Unit IV Literature Review

For the Unit IV assignment, students are to complete the literature review for the Research Proposal. A minimum of five relevant references are to be analyzed for the Literature Review. The references used are to be cited in the Literature Review of the Research Proposal. They are also to be included in the references page and in APA format.

Review of the Relevant Literature/Related Research/Literature Review: Provide a minimum of five research studies that address the same topic chosen for the proposal.

- What are the similar areas of study or studies that lead up to the current research? Identify the importance of the questions being asked.
- Report on the current status of the topic.
- Analyze the relationship between the literature reviewed and the problem statement.

Include a summary, along with a restatement of the relationships between the variables under consideration and how these relationships are important to the proposed hypothesis. (Estimated length – two to three pages)

The following attachments include useful information for composing a Literature Review. These attachments should be used as a guide for a Literature Review and NOT as a reference for APA.

How to Write a Literature Review
How to Write a Literature Review Part II (NOTE: The example lists one reference; however, all sources should be referenced in your Literature Review. See the Example Literature Review below.)

Example Literature Review

Unit V Assignment

For the Unit V Assignment, students are to complete the following areas of the Methods section for the Research Proposal:

1. Method, Participants, Research Design, Instrumentation, and Data Collection Plans. (Estimated length – two pages)
   - Method/Research Procedure/Methodology: Determine the method of research for the proposal. Examples could be: qualitative, quantitative, and case study. See page 271 of your textbook.
NOTE: The information in the textbook on methodology is written in past tense; however, be sure that you write in future tense for the proposal. (Estimated length – two paragraphs)

- Participants: Provide specific identification for the proposed participants for the study. Include a description, the possible number within the population, the proposed location, and the selection procedure. Be specific when identifying the selection process. Then identify how a representative sample will be drawn from the population. (Refer to Chapter 4, pages 89-102, for examples.) (Estimated length – half a page)

- Research Design: Determine how to conduct the data collection and the proposed analysis. See page 15 of your textbook. (Estimated length – half a page)

- Instrumentation and Data Collection Plans: State the sources and/or instrument(s) proposed to be used to record the data (surveys, interview protocols). Identify the procedure. For a mailed survey, identify steps to be taken in administering and following up the survey to obtain a high response rate. Determine how to specifically conduct the research based on the proposed sample. See page 149 of the textbook. (Estimated length – half a page)

2. Proposed Analysis of the Data. (Estimated length – one to two pages)

Identify what results are expected from the sample. Identify how the categories of responses will be determined and analyzed. Address specifically what the proposed results could infer back to the population. Answer the following questions:

- What variables will be included in the analyses?
- Identify the dependent and independent variables if such a relationship exists.
- What is the decision making criteria (e.g., the critical alpha level)?
- Will computer software be used in the analysis? If so, identify what will be used.
- Explain how to assess the validity of the measurement.
- Explain how to measure the reliability of the variables.

See page 155 of the textbook.

Each part of this assignment should be submitted in one document.

Unit VI Implications and Limitations

Identify and label a minimum of two (2) implications and a minimum of two (2) limitations for the proposed study. At a minimum, answer the following questions:

- What implications and assumptions are being made regarding the proposed sample and how it represents the proposed population?
- What assumptions are you making regarding the instrument’s validity and its ability to measure the desired variables?
- What assumptions are being made in having respondents truthfully answer a survey, questionnaire, or interview questions?
- Identify the limitations of the research proposal, such as the limited population for the study.

(Estimated length – one page)

Unit VII Appendices and References

Create and submit the Time Schedule for the proposed research and resources needed, as well as additional personnel, budget details, the consent forms, and the questions used for the surveys/questionnaires/interviews. The questions and possible responses must support the research objectives and the hypothesis. (Estimated length – five pages)

- Time Schedule/Time Line: Propose how long the research process could take (hypothetically). Remember that a proposal stops at the proposal stage and that there is no actual research conducted by you. You are to propose what you will do and when to carry out the study. (Estimated length – two paragraphs)
• Resources Needed: List and explain all proposed resources (e.g., computers, programs, surveys, etc.). (Estimated length – two paragraphs)

• Personnel: List the categories or types of assistance needed from others (not the participants) to conduct the proposed research. (Estimated length – one paragraph)

• Budget: List all expenses proposed to incur during the research. Include all details for the proposed budget, and then add them up for a total proposed budget. (Estimated length – half a page)

• Needed Assurances/Clearances: Include the proposed releases needed for tests, surveys, or other instruments that may be used to conduct the research. Research involving humans require consent forms. Create and include the voluntary consent form for participant permission. See pages 80-81 of your textbook. (Estimated length – one page)

• Surveys/Questionnaires/Interviews: Create and include the list of questions proposed to be asked for the research. Make sure the questions pertain to and support the problem statement, the objectives of the study, and the hypothesis. Include the possible answers when using a multiple-choice or Likert format. (Estimated length – one to two pages)

• References: List a minimum of five references used for the Literature Review of this Research Proposal. Follow APA guidelines regarding use of references in text and in the references page. Only references cited in the text are to be included in the references page. See page 282 of the textbook. (Estimated length – one page)

Each part of this assignment should be submitted in one document.

Research Proposal

The complete proposal should have the following 21 content areas as subheadings:

1. Introduction
2. Problem Statement
3. Rationale for the Research
4. Statement of the Research Objectives
5. Hypothesis
6. Definition of Terms
7. Summary
8. Literature Review
9. Methodology
10. Participants
11. Research Design
12. Instrumentation and Data Collection Plans
13. Proposed Analysis of the Data
14. Implications and Limitations
15. Time Schedule
16. Personnel
17. Budget
18. Resources
19. Needed Assurance/Clearances
20. Questions for Surveys/Questionnaires/Interviews
21. References

Your Research Proposal should be at least 10 pages in length (excluding the title page and the references page). Incorporate corrections made to each of the individual assignments in Units I-VII. Follow APA guidelines.

Be sure to use the guidelines in Chapter 14 of the textbook to help with formatting (pages 269-288). (Pay attention to page breaks and headings.)

The following can be used as a checklist to ensure you have all of the required components and page lengths for the Research Proposal:
• **Introduction:** The student will need to introduce what the research proposal topic is about. See page 271 of your textbook. (Estimated length – one page)

• **Problem Statement:** You need to identify a very specific problem within the stated topic. Do not let that problem be too broad. It should be narrowed down to a specific problem that is researchable. Present that problem in a general thesis statement stating why the problem is important enough to study. (Estimated length – one paragraph)

• **Rationale for the Research:** You will need to explain what the study intends to accomplish. What rationale was used to determine the importance for this study? How does your study relate to larger issues? Make a persuasive statement to justify the reason for the study. Why is the study important? To whom is it important? What benefits will occur if this particular study is done? (Estimated length – half a page)

• **Statement of the Research Objectives:** Identify the objectives and the purpose for the study. Example: The purpose and the objectives for this study are to …. Identify/understand/determine…. (Estimated length – half a page)

• **Hypothesis:** A hypothesis is really an educated guess. A hypothesis results when the questions are transformed into statements that express the relationships between the variables within the proposed study. It is sometimes referred to as an “if/then” statement. See page 7 of your textbook. (Estimated length – half a page)

• **Definition of Terms:** Define a minimum of five terms used throughout the proposal so that readers can be sure to understand the meaning of the terminology used. An example of a definition is: “For the purpose of this research, improvement is operationally defined as post test score minus pretest score.” (Estimated length – half a page)

• **Summary:** Include a restatement of the problem and a summary of the proposal. (Estimated length – one paragraph)

• **Review of the Relevant Literature/Related Research/Literature Review:** Provide a minimum of five research studies that address the same topic chosen for the proposal.
  
  o What are the similar areas of study or studies that lead up to the current research? Identify the importance of the questions being asked.
  
  o Report on the current status of the topic.
  
  o Analyze the relationship between the literature reviewed and the problem statement.

Include a summary, along with a restatement of the relationships between the variables under consideration and how these relationships are important to the proposed hypothesis. (Estimated length – two to three pages)

• **Method/Research Procedure/Methodology:** Determine the method of research for the proposal. Examples could be: qualitative, quantitative, and case study. See page 271 of your textbook. (Estimated length – two paragraphs)

• **Participants:** Provide specific identification for the proposed participants for the study. Include a description, the possible number within the population, the proposed location, and the selection procedure. Be specific when identifying the selection process. Then identify how a representative sample will be drawn from the population. (Refer to Chapter 4, pages 89-102, for examples.) (Estimated length – half a page)

• **Research Design:** Determine how to conduct the data collection and the proposed analysis. See page 15 of your textbook. (Estimated length – half a page)

• **Instrumentation and Data Collection Plans:** State the sources and/or instrument(s) proposed to be used to record the data (surveys, interview protocols). Identify the procedure. For a mailed survey, identify steps to be taken in administering and following up the survey to obtain a high response rate. Determine how to specifically conduct the research based on the proposed sample. See page 149 of the textbook. (Estimated length – half a page)

• **Proposed Analysis of the Data:** Identify what results are expected from the sample. Identify how the categories of responses will be determined and analyzed. Address specifically what the proposed results could infer back to the population. Answer the following questions:
• What variables will be included in the analyses?
• Identify the dependent and independent variables if such a relationship exists.
• What is the decision making criteria (e.g., the critical alpha level)?
• Will computer software be used in the analysis? If so, identify what will be used.
• Explain how to assess the validity of the measurement.
• Explain how to measure the reliability of the variables.

See page 155 of the textbook. (Estimated length – one to two pages)

• **Implications and Limitations:** Identify and label a minimum of two (2) implications and a minimum of two (2) limitations for the proposed study. At a minimum, answer the following questions:

  o What implications and assumptions are being made regarding the proposed sample and how it represents the proposed population?
  o What assumptions are you making regarding the instrument’s validity and its ability to measure the desired variables?
  o What assumptions are being made in having respondents truthfully answer a survey, questionnaire, or interview questions?
  o Identify the limitations of the research proposal, such as the limited population for the study.

(Estimated length – one page)

• **Appendices and References:**

  o Time Schedule/Time Line: Propose how long the research process could take (hypothetically). Remember that a proposal stops at the proposal stage and that there is no actual research conducted by you. You are to propose what you will do and when to carry out the study. (Estimated length – two paragraphs)

  o Resources Needed: List and explain all proposed resources (e.g., computers, programs, surveys, etc.). (Estimated length – two paragraphs)

  o Personnel: List the categories or types of assistance needed from others (not the participants) to conduct the proposed research. (Estimated length – one paragraph)

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  o References: List a minimum of five references used for the Literature Review of this Research Proposal. Follow APA guidelines regarding use of references in text and in the references page. Only references cited in the text are to be included in the references page. See page 282 of the textbook. (Estimated length – one page)

**APA Guidelines**

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.
CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

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

Unit Assessments (8 @ 5 %) = 40%
Unit Assignments (7 @ 6%) = 42%
Research Proposal = 18%
Total = 100%

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.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I  
**Writing and Presenting Research**

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### Unit II  
**Planning Research and Analysis**

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### Unit III  
**Selecting a Problem and Practicing Ethics in Research**

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Notes/Goals:
## MBA 5652, Research Methods

### Course Schedule

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<th>Sampling and Measuring Study Populations</th>
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- **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | - Chapter 4: Sampling and Generalizability  
- Chapter 5: Measurement, Reliability, and Validity |
| **Submit:** | - Assessment  
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**Notes/Goals:**

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| **Review:** | - Unit Study Guide  
- **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | - Chapter 6: Methods of Measuring Behavior |
| **Submit:** | - Assessment  
- Assignment |

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| **Review:** | - Unit Study Guide  
- **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | - Chapter 7: Data Collection and Descriptive Statistics  
- Chapter 8: Introducing Inferential Statistics |
| **Submit:** | - Assessment  
- Implications and Limitations |

**Notes/Goals:**
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