

Attachment 1
Business Research Project:
Possible Research Topics, Guidelines, and Grading Rubric

Throughout this course, students will be developing the main elements contained within an academic research proposal. By the end of the course, students will have completed an individual research proposal, including the research background, problem and purpose, research question and/or hypotheses, literature review, and method. Upon the start of this course, students will need to begin thinking of a business area of focus, within which they will research a problem. As instruction is completed in particular areas of the research process, students will need to complete those portions of individual research proposal.

Research manuscript should be completed in an **APA format style, 12 size Times New Roman font, double spaced, and 1 inch margins.**

Manuscript length should be as per guidelines below:

Introduction, problem statement, and purpose	2 – 3 pages
Literature Review	2 – 3 pages
Theoretical Framework and Research Hypotheses	2 – 3 pages
Research Methodology	3 – 4 pages
Discussions and Implications	2 – 3 pages
Conclusion	1 page
Reference List	2 – 3 pages

1. Possible Research Topics:

Global Business and International Logistics

- Third Party Logistics providers—challenges and future directions
- International sourcing and distribution
- Importing and exporting procedures
- International carrier management and operations
- The ocean carrier industry—current challenges and future directions
- Foreign Trade Zones
- Transportation security requirements
- Foreign markets; entry, exit, customs, and contracts.
- Terms of trade, payment, currency, and documentation.

Note: You may select from any of the above topics or identify a different topic. The research topic and research question must be posted in eLearning before the due date. Topics may not be duplicated. As a result, you should select your topic early to obtain the one you want to research.

2. Guidelines:

Submission format:

Each student will submit a research paper. The paper will consist of:

- APA formatted document; double space, and a minimum of 15 pages
- A cover sheet containing the title of the paper, the student name, and the names of each student member
- Table of contents identifying major sections of the paper and the corresponding page number
- Executive summary
- The research paper
- References

Format for bibliography entries examples:

Article:

Furst, Stacie A, & Cable, Daniel M (2008). Employee resistance to organizational change: managerial influence tactics and leader-member exchange. *The Journal of Applied Psychology*, 93(2), 453-62.

Book:

Glaser, B.G. and Strauss, A. L. (1967), *The Discovery of Grounded Theory: Strategies for Qualitative Research*, AldineTransaction, Piscataway, NJ.

Internet:

Bureau of Transportation Statistics, U.S. Department of Transportation, National Transportation Statistics, Table 1-50, http://www.rita.dot.gov/bts/sites/rita.dot.gov/bts/files/publications/national_transportation_statistics/2010/html/table_01_50.html, accessed December 30, 2013

Figures and Tables

Any figures or tables should be imbedded within the text where appropriate. Do not reference a table or figure and then place at the end of the paper as an attachment or appendix. Your references should use the end notes feature within Microsoft Word. This approach will cause the references to be sequentially listed at the end of the paper.

3. Grading Rubric:

Grading rubric for the Research Paper (2 @ 125 points)

Graded Elements	Exemplary	Good	Acceptable	Unacceptable
Purpose (15 points)	Student has effectively stated the purpose of the paper, and the purpose is consistent with the objective of the paper requirements. The content within the paper is consistent with the overall purpose.	The paper has a clear purpose or argument and is consistent with the paper requirements. The content within the paper sometimes digresses from the purpose.	The student has not clearly stated the central purpose or argument for the paper. The content is not consistently clear in how it relates to the overall purpose or objectives for the research paper	The student's purpose or argument is not clear. The content is not clearly related to the overall purpose or objectives for the paper requirement.
Content (45 points)	Balance presentation of relevant and legitimate information that clearly supports the central purpose of the student's argument and meets the objectives for the research paper requirement. The reader gains important insights.	The information presented provides reasonable support for the central purpose. The content displays evidence of a basic analysis of intermodal transportation. The reader gains some insights.	The content supports the central purpose or argument made by the student, but at times, some content is not relevant or detracts from the overall purpose. Analysis is basic or very general. Reader gains few, if any, insights.	Content is not clearly related or supports the central purpose or requirements for the research paper. Analysis is vague or not evident. The student did not go beyond readily accessible sources and did not carefully analyze the material. Reader may be misinformed by the content.
Organization (15 points)	The ideas are arranged logically to support the purpose of the paper. The paper flows smoothly from one point to the next. The reader can easily follow the student's organization and logic.	The ideas are arranged logically to support the central purpose or argument. The points made within the paper are usually linked to each other. For the most part, the reader can follow the student's logic and line of reasoning.	In general, the writing is arranged in a logical manner. Ideas may occasionally fail to make sense based on the flow or order in which the student has presented them. The reader is fairly clear about the student's organization and flow of the paper.	The writing is not logically organized. The paper reads like a collection of information that has been "cut and pasted" together. The reader cannot determine the line of reasoning or logical flow of the paper.
Word choice (10 points)	Word choice is consistently precise and accurate.	Word choice is generally good. The writer often goes beyond the generic word to find one more precise and effective.	Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately.	Many words are used inappropriately. The word choice is confusing and makes for ineffective communication.
Tone (10 points)	The tone is consistently professional and appropriate for an academic paper written for a business course.	The tone is generally professional and business-like. For the most part, the tone is appropriate.	The tone is not consistently appropriate for an academic paper written for a business course.	The tone is unprofessional and not suitable for a business course.

Paragraph and Sentence structure (10 points)	Sentences are well-phrased and varied in length in structure. Sentences and paragraphs flow smoothly from one source to another. Paragraphs are well organized and focus on a clear topic. Paragraphs typically begin with a clearly stated topic sentence with effective use of supporting sentences.	Sentences are well-phrased and there is some variety in length and structure. The flow from sentence to sentence is generally smooth. Paragraphs are organized and generally focus on a single topic. Supporting sentences are present that provide support for the point(s) made in the topic sentence.	Some sentences are awkwardly constructed so that the reader is occasionally distracted. Sentences tend to have long introductory clauses. Paragraphs are not well-organized and topic is not clear. Supporting sentences may address multiple topics. These supporting sentences may not be well-organized or logically flow within the paragraph.	Errors in sentence and paragraph structure. The frequency of errors is distracting and affects the reader's ability to understand the content of the paper. Paragraphs are largely loose collections of sentences that may be related to a specific topic.
Grammar, spelling, punctuation (10 points)	The writing is free or almost free of errors.	Occasional errors appear in the text, but these errors do not represent a major distraction or detract from the paper or the student's ability to communicate.	The writing has many errors, and the errors detract from the paper and what the student is attempting to communicate.	Many errors exist and obscure the intent of the communication. A typical reader would reach a stopping point and not finish the paper.
Use of references and APA formatting (10 points)	Compelling evidence from professional legitimate sources is given to support positions stated in the paper. Attribution is clear and fairly documented. APA formatting used I the document with few errors.	Legitimate sources that support key statements are generally present and attribution is, for the most part, clearly and fairly represented. APA formatting used with some errors.	Although attribution to sources are occasionally made, many statements seem unsubstantiated. The reader cannot clearly determine the source of information or ideas. APA formatting errors throughout the document.	References seldom cited or are missing to support key statements of fact. APA formatting isn't used throughout the document
Overall Score				

Note: This rubric will be used for both Research Phase (1 & 2).