



COURSE SYLLABUS

RSCH 600 - 3 credits

Research Methodologies & Inquiry: (4 hour(s)/week lecture)

Term/Year: Summer/2020

Instructor: Dr. Abeba N. Turi	Office: 3rd Floor Faculty Office
Email: abeba.nigussie@ucanwest.ca	Office Hours: Discussion by booking appointment

Course Description

The course will focus on the basic research methods (quantitative, qualitative and mixed methods) and the development of the skills that will be required to write effective research papers throughout their MBA program. Topics include understanding the ethical considerations of doing research, developing and refining research topics, crafting a problem statement, and formulating research questions and hypotheses. Students will evaluate and critique the quality of published literature by employing critical thinking skills, writing summaries for individual entries in a literature review, and/or writing comprehensive summaries of articles for a literature review. Students will also practice writing the various sections of a research paper such as the abstract, introduction and theoretical background, problem statements, etc.

Pre-requisite: None

Co-requisite: None

Learning Outcomes

At the end of this course, students will be able to

1. Demonstrate understanding of ethical issues along the continuum of business research involving human subjects.
2. Formulate the research idea
3. Apply the research process
4. Define research concepts and theories and operationalize them
5. Define research problems, questions, and hypotheses
6. Perform a literature review
7. Apply Qualitative / Phenomenological Research Methods
8. Apply Quantitative Research Methods
9. Apply Mixed Research Methods
10. Select appropriate Statistical tools supporting their research
11. Appraise the basic stages of research design
12. Apply appropriate Data Collection Techniques, Measures and Analysis
13. Demonstrate graduate academic research and communication skills.

Required Resources

1. John W. Creswell and J. David Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* Fifth Edition, SAGE Publications, Inc. ISBN-10: 1506386709 ISBN-13: 978-1506386706

Recommended Resources

1. Publication Manual of the American Psychological Association, APA, 7th edition, 2019 ISBN: 978-1433832161
2. Trochim, William M. *The Research Methods Knowledge Base*, 2nd Edition. Internet WWW page, at URL: <http://www.socialresearchmethods.net/kb/> (version current as of October 20, 2006).
3. Trochim (2013) *Social Research Methods Knowledge Base*. (<http://www.socialresearchmethods.net/> (free – online))
4. Cooper, D. R., & Schindler, P. S. (2010). *Business Research Methods*. Eleventh Edition New York, NY: McGraw-Hill.
5. Graziano, A. M., & Raulin, L. M. (2010). *Research methods: A Process of Inquiry*, State University of New York Buffalo

Weekly Schedule

Week	Title	Topics	Course Learning Outcomes	Activities - Readings
1	The Nature of Business and Management Research	<ul style="list-style-type: none"> ● explain the relevance for business research ● be able to outline the purpose and distinct focus of management research ● be able to place your research project on a basic-applied research continuum according to its purpose and context ● understand the stages you will need to complete (and revisit) as part of your research process 	1, 2, 11	<i>Creswell - Chapter 1</i> Weekly Powerpoints Additional Readings as per MyUCW
2	Review of the Literature	<ul style="list-style-type: none"> ● generate ideas that will help in the choice of a suitable research topic ● identify the attributes of a good research topic ● understand the importance and purpose of the critical literature review to your research project ● be able to adopt a critical perspective in your reading ● be aware of the range of primary, secondary and tertiary literature sources available 	6,2	<i>Creswell - Chapter 2</i> Weekly Powerpoints Additional Readings as per MyUCW Weekly Assignment
3	Clarify the Research topic and formulate research questions / research hypothesis	<ul style="list-style-type: none"> ● generate ideas that will help in the choice of a suitable research topic ● identify the attributes of a good research topic ● turn research ideas into a research project that has clear research questions and/or hypothesis and specific objective ● draft a research proposal. 	3, 4,5	<i>Creswell – Chapters 2 and 3</i> Weekly Powerpoints Additional Readings as per MyUCW
4	Formulate research questions / research hypothesis for qualitative,	<ul style="list-style-type: none"> ● be able to identify business research question ● formulate research hypothesis ● identify key words and to undertake a literature search using a range of methods ● be able to reference the literature found accurately ● understand what is meant by plagiarism 	5	<i>Creswell - Chapter 7</i> Weekly Powerpoints

	quantitative and Mix method	<ul style="list-style-type: none"> ● be able to apply the knowledge, skills and understanding gained to your own research project ● understand the use of quantitative, qualitative and mixed-methods theory ● formulate and test qualitative / phenomenological research questions and hypotheses ● refine and finalize quantitative and qualitative research questions and hypotheses ● formulate and test using probability approaches: frequentist vs. Bayesian ● formulate and test mixed method research questions and hypotheses 		<i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i>
5	Research Ethics	<ul style="list-style-type: none"> ● aware of issues related to gaining access and research ethics ● able to anticipate ethical issues at each stage of your research process and be aware of a range of strategies to help you deal with these ● able to evaluate the ethical issues associated with a range of data collection techniques, so that you can consider these in relation to your proposed research ● Take the the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans (TCPS) tutorial 	1	<i>Creswell – Chapter 4</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i>
	Designing Research	<ul style="list-style-type: none"> ● understand how to write effectively ● write a proposal ● write an introduction ● write the purpose statement 	13	<i>Creswell – Chapters 5 and 6</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i>
6	Qualitative / Phenomenological Methods	<ul style="list-style-type: none"> ● implement qualitative research designs ● plan qualitative data collection and analysis ● interpret phenomenological data ● assess the reliability and validity of results 	7,10,11,12	<i>Creswell – Chapter 9</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i>
7	Quantitative Methods pt. 1	<ul style="list-style-type: none"> ● plan a survey design for primary data collection ● plan a quantitative study using secondary data ● interpret quantitative results ● derive and interpret the confidence interval for population proportion based on a sample survey ● assess the reliability and validity of results 	8,10,11,12	<i>Creswell – Chapter 8</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i>
8	Quantitative Methods pt. 2	<ul style="list-style-type: none"> ● use linear regression and correlation to test for linear dependence of two variables ● derive and interpret confidence intervals for slope and intercept of a linear regression equation ● analyze time series data ● realize the limitations and advantages of various 	8,10,11,12	Lecture notes Weekly Powerpoints

		forecasting methods		Additional Readings as per MyUCW Weekly Quiz
9	Mixed Methods	<ul style="list-style-type: none"> understand the variety of mixed method designs combine qualitative and quantitative approaches to benefit from their respective strengths assess the reliability and validity of results 	9,11	<i>Creswell – Chapter 10</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Weekly Quiz</i> <i>Term 2 Paper Due</i> <i>TCPS certificate due</i>
10	Course Wrap-Up	<ul style="list-style-type: none"> write in such a way that you can reflect on all you have learned while conducting the research write a final project report that presents an authoritative account of your research adopt an appropriate format, structure and style for the final project report differentiate between a project report and a consultancy report ensure that your report meets the necessary assessment criteria 	13	<i>Summary of all chapters discussed</i> <i>Weekly Powerpoints</i> <i>Additional Readings as per MyUCW</i> <i>Term Paper Due</i>
11	Student project presentations	Oral presentation of students' projects	13	<i>Week 10/11</i>

Student Performance Assessment

Date	Assessment Item	Description	Weight
Ongoing	Class Participation+ Presentation	Class Participation and Effort Group work in class is permitted.	10%
Week 6	Term Paper Part 1: Literature Review Research question/ hypothesis/Research Methods	Term Paper Part 1 This is an individual assignment in which collaboration / group work are NOT permitted.	30%
Week 11	Term Paper Part 2: Research method Data collection Analysis	Term Paper Part 2 This is an individual assignment in which collaboration / group work are NOT permitted.	35%

Ongoing	Weekly Quiz	Assigned each week based on current material. Cooperation/group work is permitted.	12%
Week 11	TCPS Certificate	Instructor-assigned: students to individually research and analyze case.	3%
Week 11	Presentations	Students present to class their business research proposal.	10%
Total			100%

Applicable Policies

The following documents form an integral part of this Syllabus, therefore need to be updated each term by the Instructor and made accessible at the same time as this Syllabus to students:

1- Term-dependent policies:

- Format for Assignment Report ([APA Standard Submission, available here](#))
- Grading Rubric for Papers (Available [here](#))
- Class Participation / Expectations: *Class Participation Criteria, available [here](#)*
- Late Assignments: *will be penalized at a rate of 10% per day. for a maximum of 3 consecutive days, 0, otherwise.*

2- Standard UCW policies (hyperlinked and under various sections on the policy website):

- [APA Guidelines](#)

http://www.myucwest.ca/attachments/librarian/files/APA_QuickGuide_7thEd.pdf

- [Policy 6006 – Copyright](#) (Library section)

<https://resources.finalsite.net/images/v1576849648/uwoca/c9nrtjt9mga2o50lexui/6006-copyright-policy-rev-feb-14.pdf>

- [Policy 6751 – Information Privacy and Security](#) (Records Management)

<https://resources.finalsite.net/images/v1576850207/uwoca/hrytdxbi0jbsjqmngmon/6751-informationprivacysecurity.pdf>

- [Policy 9024 – Examinations](#) (Registrar's Office)

<https://resources.finalsite.net/images/v1576852124/uwoca/hzmbkt5vyzfnhyyyat4/9024-examinations-policy-ac-approved-june-14-2019.pdf>

- [Out-of Time Final Examination Form](#) (Registrar's Office)

<https://resources.finalsite.net/images/v1576852185/uwoca/jmratrpy6r70o4xo48dv/9024a-examinations-out-of-time-form.pdf>

- [Out-of-Time Final Examination Form](#) (Registrar's Office)

<https://resources.finalsite.net/images/v1576852185/uwoca/jmratrpy6r70o4xo48dv/9024a-examinations-out-of-time-form.pdf>

- [Policy 5002 – Turnitin](#) (Academics)

<https://resources.finalsite.net/images/v1576846438/uwoca/szss2nvacyftjcwajue1/5002-turnitin-policy-rev-feb-14.pdf>

- You may be asked to submit some assignments electronically to Turnitin (via the UCW portal), which checks for originality before evaluation by the instructor.

- Grade Point and Letter Grades – see table below.

DESCRIPTOR	GRADE
Exceptional: Normally achieved by a small minority of students who have consistently exceeded performance expectations in all evaluation criteria.	90-100% A+ (4.33)
Excellent: Demonstrates a comprehensive knowledge and understanding of subject matter and achievement of learning outcomes at high levels of performance in almost all of the evaluation criteria.	85-89% A (4.00)
Very good: Demonstrates a comprehensive knowledge and understanding of the subject matter and achievement of learning outcomes at well above average levels of performance in most of the course evaluation criteria.	80-84% A- (3.67)

Good: Demonstrates substantial knowledge and understanding of the subject matter and achievement of learning outcomes at average to above average performance levels in most of the course evaluation criteria	76-79% B+ (3.33) 72-75% B (3.00)
Satisfactory: Demonstrates sufficient knowledge and understanding of the subject matter and achievement of learning outcomes at average levels of performance in most of the course evaluation criteria.	68-71% B- (2.67)
Pass: Demonstrates acceptable knowledge and understanding of the subject matter and achievement of learning outcomes at low to average level of performance in many of the course evaluation criteria.	60-67% C (2.00)
Fail: Unacceptable performance in most or all of the course evaluation criteria	0-59% F (0)

Plagiarism and Academic Misconduct:

Plagiarism: includes, but is not limited to:

- Submission of another person's work as original;
- Inadequate attribution given to an author or creator whose work is incorporated in the student's work; and
- Paraphrase or use of material verbatim from a source without sufficient acknowledgement.

Falsifying Materials: includes, but is not limited to:

- Fraudulently manipulating laboratory processes, electronic data, or research data in order to achieve desired results;
- Submitting work prepared by someone else (e.g., commercially prepared essays) as one's own;
- Citing a source from which material was not obtained; and
- Submitting false records, information or data, in writing or orally.

Cheating : includes, but is not limited to:

- Submitting the same work for different courses without prior permission from the faculty member;
- Copying another person's answers or other work;
- Sharing information or answers when doing take-home assignments, tests, and examinations except where the instructor has authorized collaborative work;
- Having any unauthorized materials or equipment in an examination or test;
- Submitting an assignment completed (or partially completed) by someone else;
- Falsifying or making up data or bibliographic information;
- Impersonating a candidate in an examination or test, or being assigned the results of such impersonation;
- Reproducing, sharing or otherwise making unauthorized copies of UCW materials in any format;
- Using technological means such as cell phones, data storage units and other electronic devices without prior permission from the faculty; and
- Assisting others or attempt to help others to engage in any conduct described above or any other activities prohibited by UCW.

Penalties for Academic Misconduct

Penalties for academic misconduct include, but are not limited to:

At the course level:

- Written reprimand for retention in the student file (no transcript entry)
- Repetition of the assignment or completion of a different, but similar, assignment (no transcript entry)
- Failing grade for the assignment (no transcript entry)
- Failing grade for the course (recorded on transcript)

At the program level:

- Disciplinary probation for a defined period with written documentation retained in the student's file (transcript notation for period of probation)

At the University level:

- Suspension (permanent transcript entry)
- Expulsion (permanent transcript entry)
- Rescission of degrees granted (permanent transcript entry)

Instructor's Bio

Dr. Abeba N. Turi is a scholar with expertise in Digital Economy. She obtained her Ph.D. specializing in the areas of the Digital Economy at the Rovira i Virgili University in Spain. Dr. Turi has worked as an assistant researcher with the UNESCO Chair in Data Privacy, Spain. She has also served in various international research and teaching positions in Africa, Europe and Canada. Currently, Dr. Turi is an instructor at the University Canada West in Vancouver. She has experience working in the areas of webbased business models, which is at the core of modern digital entrepreneurship. Dr. Turi's works have been presented in several international conferences in China, Canada, Germany, Italy, Spain, and the United Kingdom. Dr. Turi identifies herself as a disruptive tech and decentralization enthusiast.