
SAMPLE COURSE OUTLINE
MGMT 5110 SECTION 001 FALL 2015
RESEARCH METHODS FOR BUSINESS
Created by Leah Hamilton

PROFESSOR

OFFICE HOURS

REQUIRED COURSE MATERIALS

Textbook: Research Methods for Business Students
Saunders, M., Lewis, P., & Thornhill, A.
6th edition; 2012
Pearson

COURSE DESCRIPTION

This course is an introduction to research methods for business. Students will gain an introduction to the philosophy of science, the research process (including theory development), and methods of primary and secondary data collection. Students will learn how to apply research methods to address a broad array of basic and applied research questions in the administrative sciences.

The prerequisites for MGMT 5110 are as follows: MGMT 2262 (Business Statistics I). Priority will be given to students who have been previously accepted into the Honours BBA program.

Prerequisite checking is now in effect at Mount Royal University. Students who do not have the correct prerequisites for a course will be automatically de-registered from that course prior to the commencement of classes. If you have any questions about prerequisites, please talk to a Supervisor.

COURSE LEARNING OUTCOMES

Upon successfully completing this course, students will have the knowledge and skills to:

- understand the importance of conducting research ethically
- understand the range of primary and secondary data collection methods, including their strengths, weaknesses, and application to basic and applied research questions
- understand the differences between qualitative and quantitative research methods and when it is best to use each approach (or a mixed-methods approach)

- develop research, analytical thinking, and writing skills through the development of a comprehensive literature review and research proposal
- become a critical consumer of research from the administrative sciences
- understand the business implications of research findings
- embark on a major research project (either via an Honours thesis or an applied project for an organization)

ASSESSMENTS

All assessments will be described in greater detail in class and in guidelines/rubrics posted on Blackboard.

ARTICLE CRITIQUE (5%)

Students will submit a 3-page article critique based on one of two peer-reviewed research articles provided by the professor. The goal of the article critique is to demonstrate that you have thought critically about the research methodology used in the article. The article critique should not summarize the research article.

MID-TERM EXAMINATION (20%)

The mid-term examination will require you to understand and apply concepts from the course by completing short answer questions on the textbook readings, additional readings, and all information covered in class.

LITERATURE REVIEW (20%)

You will submit a review of the literature in your area of interest. The literature review should be comprehensive in nature and should be 15-20 pages (double-spaced). Please use APA formatting. You will receive feedback from your professor within two weeks of submitting the literature review. You are expected to incorporate this feedback into your final proposal.

RESEARCH PROPOSAL (40%)

The major deliverable in this course is the completion of a formal research proposal (due Week 13). The exact scope of the proposal will depend on the Honours stream you have selected. Regardless of stream, you will need a faculty supervisor when you register for the Honours Research Project course. We strongly recommend that you confirm your faculty supervisor by Week 4-6 of the Research Methods course and involve your supervisor in the creation of your research proposal.

Scholarly- stream: You are required to submit a formal scholarly research proposal (abstract, literature review, methodology, proposed analyses, and potential implications). Suggested length: 25-35 pages. APA formatting.

If you and your supervisor plan to disseminate your results (for either the scholarly or applied stream), an HREB application should be submitted. You are not required to have received ethics approval at this time.

Applied stream: You are required to submit an applied research proposal for an external organization (executive summary, literature review, methodology, proposed analyses, and potential business implications). Suggested length: 25-35 pages. APA formatting. If you do not plan to disseminate your results, an HREB application is not required.

PRESENTATION OF PROPOSAL (5%)

This will be an organized, abbreviated version of your research proposal. You will have 15 minutes to present during the last week of classes.

CLASS CONTRIBUTION/ENGAGEMENT (10%)

Students' contributions are critical to the learning environment in this course. As a result, class contribution/engagement comprises 10% of students' final grades in the course. Please come to class prepared to discuss the weekly readings and to ask insightful questions.

GRADING SYSTEM

According to Mount Royal University policy, final grades will be reported by a letter grade corresponding to the percentage equivalents below:

Percentages	Letter Grade	4.0 Scale	Mount Royal Description as per page 40 of the 2015/16 Calendar
95 - 100 85 - 94 80 - 84	A+ A A-	4.00 4.00 3.70	Excellent. Superior performance, showing comprehensive understanding of subject matter.
77 - 79 73 - 76 70 - 72	B+ B B-	3.30 3.00 2.70	
67 - 69 63 - 66 60 - 62	C+ C C-	2.30 2.00 1.70	
55 - 59 50 - 54	D+ D	1.30 1.00	Marginal performance. (Generally insufficient preparation for subsequent courses.)
0 - 49	F	0.00	Fail. Assigned to students: a) who do not meet the academic requirements of the course, or b) who cease to continue in the course, but do not withdraw as per Mount Royal University policy.

In the Bissett School of Business all instructors use universal mathematical rounding when the percentage marks fall between two letter grades. In other words, marks lower than 0.5 percentage points of the upper bracket will be rounded down to the lower letter grade. Marks that are equal or higher than 0.5 percentage points of the upper bracket will be rounded up to the higher letter grade. For instance marks equal or higher of 94.5% will be rounded to A+; whereas, marks lower than 94.5% will be rounded to A.

COURSE POLICIES

- ACADEMIC DISHONESTY

Students will respect the basic standards of intellectual integrity, including, but not limited to, refraining from plagiarism, cheating or copying someone else's work.

"Plagiarism consists of using other people's words or ideas without adequately acknowledging the source of those words or ideas. Plagiarism can take many forms: stealing an entire essay and submitting it as one's own work; quoting parts of a source without acknowledging that source; quoting parts of a source without quotation marks (even if the source is listed in the Works Cited list); too few in-text citations compared to the amount of information used; incorrect, incomplete, or missing documentation elements. Penalties for plagiarism can range from a reduction in the assignment grade to expulsion from the university"

-with thanks to Bill Bunn, Department of English, Mount Royal University

In addition, students are expected to take an active role in encouraging other members of the academic community to refrain from academic dishonesty, and are asked to advise the professor if they are aware of any such violations. This provision applies to any work submitted as a group project. Students are strongly recommended to read the complete Code of Student Conduct, which can be found on-line at:

<http://www.mtroyal.ca/CampusServices/CampusResources/StudentConduct/index.htm>.

- CORRECTNESS POLICY

All readers of business documents expect correct grammar, punctuation, spelling, and word usage. Based on this expectation, all graduates of Mount Royal's Bissett School of Business are expected to be competent in this area. Therefore, the Bissett School of Business has established a minimum correctness policy for all written work submitted for business course credit. These standards apply to spelling, grammar, punctuation, and word usage, but may also apply to other elements deemed important by your professor. Additionally, each professor is free to require a higher standard of correctness for their particular course. **NOTE: Because MGMT 5110 is a senior-level course, a significantly higher level of correctness will be required.** Specific details of this policy will be discussed in class by your professor.

- **LATE DELIVERABLES**
Students will lose 20% if an assignment is submitted between 5 minutes and 24 hours after the due date. Students will receive a 0 if an assignment is submitted more than 24 hours after the due date.
- **ATTENDANCE & PARTICIPATION**
Class attendance will significantly increase how much you get out of this course. Should be expected to come to class prepared to discuss the weekly readings and contribute to class discussions. If you miss a class it is your responsibility to get the notes from a colleague.
- **MOUNT ROYAL UNIVERSITY POLICIES**
Please refer to the following **IMPORTANT** sections in the 2015-16 Mount Royal University Calendar:
Academic Schedule
Change of Registration
Fee Deadlines
Deferred Examination
Academic Appeals and Grievances
General Graduation Requirements
The calendar may be found on-line at: <http://www.mtroyal.ca/AcademicSupport/AcademicCalendar/index.htm>
- **BISSETT SCHOOL OF BUSINESS POLICIES**
Midterm Examination Policy: the Bissett School of Business has a mid-term deferred examination policy that is similar to Mount Royal University's final deferred examination policy. Please consult your professor if you have questions about missing a mid-term examination.

Student Learning Services (T123 or 403.440.6452 or mtroyal.ca/studentlearningservices)

Take advantage of free academic supports:

- Individualized appointments with Writing and Learning Strategists for tips on managing time, studying, taking tests, writing effectively, and referencing
- Studying and Writing Workshops (schedule on website)
- Daily drop-in time in the library
- Free tutoring on course content by trained peers (other students)
- PASS (Peer Assisted Study Sessions) available for selected courses

Accessibility Services (Y201) ("Creating an accessible, equitable, and inclusive learning environment")

- Students who require accommodations in classes and/or practica, directed field studies, or clinical placements, need to register with Accessibility Services in Y201, telephone 403.440.6868. Accommodation is the process of making alterations to the delivery of services so that those services become accessible to more people. Accommodation does not lower academic or non-academic standards or relieve the student of the responsibility to develop the essential skills and competencies expected of all students. To be eligible for accommodations, accommodation memos, signed by an Access Supervisor, must be provided to course professors.

More information is available at:

<http://www.mtroyal.ca/accessibility>

<http://www.albertahumanrights.ab.ca/services.asp>

It is a student's responsibility to request academic accommodation. If you are a student experiencing a disability who may require academic accommodation, and have not yet registered with Accessibility Services, please contact their office at 403.440.6868. You must be registered with Accessibility Services to access academic accommodations.

- **COURSE WITHDRAWALS**
The add/drop date for Fall 2015 is **XXX**. This is the last date to withdraw with a full tuition refund (minus deposit). The last date to withdraw with a grade of "W" is **XXX**.
- **FINAL EXAMINATIONS**
There is no final exam in this course.

NOTE TO ALL STUDENTS: All cell phones, tablet computers, BlackBerrys, PDAs, iPod-type devices, and other unauthorised electrical devices MUST be turned off during examinations. Failure to comply may result in a failing grade on the exam, and/or a charge of Academic Misconduct under the Code of Student Conduct.

COURSE SCHEDULE (SUBJECT TO CHANGE FROM TIME TO TIME)

WEEK	TOPIC	READING
Week 1	Course overview Discussion of requirements and expectations Philosophy of Science	
Week 2	Philosophy of Science; What is Theory? Introduction to research in the administrative sciences	Chapter 1
Week 3	Formulating and clarifying the research topic Understanding research philosophies and approaches	Chapter 2 Chapter 4
Week 4	Critically reviewing the literature Recommended: Submit name of Honours faculty supervisor	Chapter 3
Week 5	Formulating the research design; Hypothesis testing Research ethics	Chapter 5 Chapter 6
Week 6	Selecting samples Article Critique Due	Chapter 7
Week 7	Collecting primary data through observation Collecting primary data using semi-structured, in-depth, and group interviews	Chapter 9 Chapter 10
Week 8	Collecting primary data using questionnaires; Measurement Collecting primary data using laboratory experiments	Chapter 11

	Literature Review Due	
Week 9	Using secondary data Meta-analysis	Chapter 8
Week 10	Mid-Term Examination	All Material Covered To Date
Week 11	Analyzing quantitative data Analyzing qualitative data Preparing an MRU HREB application	Chapter 12 Chapter 13
Week 12	Writing and presenting your Honours Research Project	Chapter 14
Week 13	Presentations Proposal Due In Class	

EXPECTATIONS OF BUSINESS CONDUCT

A successful career in business requires more than technical skills – skills including expertise and proficiency in accounting, marketing, human resources, insurance, management, or entrepreneurship. It requires the ability to build productive, long-term relationships with other members of the organization, the industry, and the community. Such relationships are developed through day-to-day behaviors that convey respect, honesty, confidence, and professionalism.

In the Bissett School of Business, students, faculty, and administrative staff are expected to adhere to behavioral standards that reflect these same attributes.

• *Professionalism*

- being prepared for meetings, classes, appointments, presentations
- being correct and clear in written and oral communication
- refraining from inappropriate gossip, such as making derogatory comments about students to other students, about professors to other professors, etc.
- adopting actions, demeanor, and dress that are appropriate to each situation
- keeping confidential information in the proper circles.

• *Respect*

- arriving on time for classes, appointments, office hours, and meetings
- listening to the presentations, comments, questions, and opinions of others without interruption or ridicule
- expressing differences of opinion or dissatisfaction without aggression or personal attacks on others
- avoiding actions or words that may harm others
- using courteous language in all manner of communication (verbal, written, electronic)
- adopting the “golden rule” and treating others as you would like to be treated – fairly and equitably.

• *Responsibility*

- obeying all Mount Royal University policies and rules and applicable civil and criminal legislation
- accepting responsibility and consequences if deadlines are missed or established requirements are unmet
- managing personal, career, and academic progress (i.e., not relying on others for reminders of course, program, professional certification, or other requirements)
- meeting commitments.

• *Honesty*

- refraining from all forms of academic dishonesty (e.g., representing the work of others as original, using prohibited aids during examinations, etc.)
- being truthful in dealings with others.