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RESEARCH METHODS IN MANAGEMENT | GBUS 838 (001)

University of Regina
Kenneth Levene Graduate School of Business

INSTRUCTOR and CLASS DETAILS

Name: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Phone: ▮▮▮▮▮▮▮▮▮▮
Office Hours: Online by appointment via Zoom
Email: ▮▮▮▮▮▮▮▮▮▮▮▮

Section 001 Class Time: Wednesdays, 7:00 PM to 9:45 PM
Class Location: ▮▮▮▮▮▮
Zoom Link: ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

COURSE DESCRIPTION

This course is an introduction to research methods and statistics for management. Students will learn how to critically evaluate research and how to conduct original research. Students will be taken through the steps of the scientific research process, including constructing a research question, conducting a literature review, designing a study, collecting and analyzing qualitative and quantitative data, and communicating results. Throughout the course, an evidence-based scientific approach to thinking with data will be emphasized.

Please be advised that this course is being steamed live via the internet. By attending this class, you grant the University of Regina exclusive permission to transmit live video and audio of your image and voice.

LEARNING OBJECTIVES and OUTCOMES

By the end of the course, students will:

- Understand the basics of the scientific method and limitations to "ways of knowing"
- Be able to apply the scientific method to understanding applied business problems
- Gain insight into the research process, from generating a question to making conclusions
- Understand basic statistics that test strength of associations and differences between groups
- Directly apply research methods and statistics knowledge to understanding a research question

CLASS PROTOCOL

Class Activities. In-class time will be primarily devoted to lecture material focused on basics of the scientific method. In the second half of the course, we will have tutorials designed to familiarize you with statistical methods and statistical software.

Academic Integrity. Plagiarism and not submitting your own work are **serious** academic offenses with grave consequences, ranging from a mark of zero to university expulsion. It is very important that the assessments you hand in are the product of your **own** work, and not work you did with anyone else. References with page numbers are required for direct quotes. Paraphrasing is required for **all ideas** that are not your own, and you must provide a reference for each paraphrased idea. *Turnitin* will be used for all assignments to assess plagiarism (and will allow you to vet your own work ahead of submission).

Missed Evaluations. There will be no make-up writing assignments. Because the assignments build on each other, you **must** complete every assignment, in order. If you know you will be unable to complete an assignment component near the due date, **you must make sure to complete it ahead of time**. Late assignments will be penalized -20% per day.

COURSE MATERIALS

Textbook: Hair, J. F., Page, M., & Brunsveld, N. (2023). *Essentials of business research methods*, 5th Edition. Routledge. [4th Edition is fine]

Online resources: UR Courses will be extensively used for class updates, lecture outlines, supplementary materials, mark posting, and electronic submissions of assignments.

Software: You will make extensive use of the free *Jamovi* statistics software. You can also download copies of *Jamovi* software for home use.

COURSE ASSESSMENTS

***Class Participation* (10%).** Derived from regular attendance and participation in discussions in class.

***Literature Review* (25%)**. The science literature review involves writing a 5-page maximum (double spaced) report on a management research topic. You will be working individually. You will start by finding a peer-reviewed article from one of the following journals published in 2015 or later:

a. *Administrative Science Quarterly*
b. *Academy of Management Journal*
c. *Journal of Management*
d. *Journal of Marketing*
e. *Journal of Small Business Management*
f. *Journal of Business Research*
g. *Journal of Applied Psychology*
h. *Journal of Marketing Research*

You will then read the article carefully and summarize it in detail. You will then find at least **5** other journal articles on the same broad topic. You will summarize the findings of the other articles in the context of your target article, and conclude with your own summary of the literature you reviewed in the relevant area.

Research Project (65%). You will (1) come up with a simple, clear, research question related to a topic in management (organizational behavior or human resources management), (2) collect and analyze qualitative data, (3) create quantitative independent and dependent measures, (4) collect quantitative data, (5) statistically analyze the data, and (6) present your results in a final report. Greater detail on the required deliverables will be provided through the semester.

The research project needs to be in pairs or in groups of three (with permission from professor)!

1. Generate a simple, clear overarching research question directly relevant to management (e.g., Why are people absent from work?)

   Deliverable 1: *Research question* (5%)

2. Develop a questionnaire consisting of **four** open-ended questions designed to better understand your overarching research question.

   Deliverable 2: *Qualitative open-ended questions* (5%)

3. Collect qualitative data from 8-10 respondents. Write a report (max 10 pages doubled-spaced) on key findings regarding your overarching research question.

   Deliverable 3: *Qualitative research report* (20%)

4. Based on your research question, come up with **one nominal/categorical demographic variable**, **two single-item independent variables**, and **two single-item dependent variables**. These measures must be directly relevant to your research question. These measures will be included in a class survey that will be administered and analyzed.

   Deliverable 4: *Independent and dependent measures* (5%)

5. All of the independent and dependent measures that the class has come up with will be collated in the form of a single online survey/questionnaire.

6. Complete survey data will be provided to the class as a spreadsheet file. Each student will be responsible for analyzing the data set in *Jamovi*. Your analyses will be presented in the form of a full research paper (max 10 pages, double-spaced), with Abstract, Introduction, Methods, Results, and Discussion sections.

   Deliverable 5: Final research report (30%)

For a detailed description of the grading system, consult the FGSR link here:
https://www.uregina.ca/gradstudies/current-students/grad-calendar/grading-system.html#gradingsystem

ACADEMIC REGULATIONS and STUDENT RESOURCES

Grading | Marks will be posted on UR Courses, typically within 10 days. If you feel you have been marked unfairly, I am willing to re-mark, but subject to two key conditions: (1) I will only entertain grade changes at the end of the semester, not during and (2) you will need to provide a detailed written rationale of why you feel you were marked unfairly.

Contacting the Instructor | Classes are structured so there is ample time for consultation after every lecture. If you want to make an appointment outside of class time, email me. I also am happy to respond to email questions regarding the content or the evaluations. I usually response to emails within 24 hours during the work week. However, note that I may not respond to emails on evenings or weekends.

Extensions or requests for changes by students to the **<u>final research report</u>** due date will require the student to complete a formal request for deferral. The student completes the request, consults with the instructor who must sign the form, and the instructor then submits the form (and any supporting documentation provided by the student) to Faculty of Graduate Studies and Research (FGSR). The decision (approved or denied deferral) is made by FGSR and is usually only approved if there are extenuating circumstances (e.g., illness, death, etc). The decision is sent by mail to the student and it is the student's responsibility to ensure the deferred requirements are met within the outlined time frame. It is also the student's responsibility to follow-up with FGSR if they do not receive a response from FGSR on their submitted request. Requests for deferral received more than two (2) weeks after the final day of the examination period will be denied. The deferral form can be found on the FGSR website at: https://www.uregina.ca/gradstudies/forms.html

Accessibility Services | If there is any learner who, because of a disability or other consideration, may have a need for accommodation(s), please contact the Centre for Student Accessibility before or at the start of the course https://www.uregina.ca/student/accessibility/. The Centre will advise how you proceed and the required communication with your instructor.

Counseling Services | If any learner is experiencing personal problems which may be affecting their studies, please consider consulting UofR Consulting Services. For more information check here https://www.uregina.ca/student/counselling/services/index.html

Writing Assistance | The Student Success Centre (www.uregina.ca/ssc) offers both on-line resources and in- person tutoring on writing skills.

Tentative Course Schedule and Due Dates

Week 1 (Sept 3)	Introduction to research The research process	Ch. 1 Ch. 2 Ch. 3	
Week 2 (Sept 10)	Defining a research problem The research project	Ch. 4 Ch. 5	
Week 3 (Sept 17)	Generating a research question [*Recorded lecture, no in-person or Zoom class*]	Ch. 6	
Week 4 (Sept 24)	Intro to data collection Questionnaires and interviews	Ch. 7 Ch. 8	**Research Question** (Due Sept 28 @ 11:59 pm)
Week 5 (Oct 1)	Qualitative analysis	Ch. 11	**Literature Review** (Due Oct 5 @ 11:59 pm)
Week 6 (Oct 8)	Defining and measuring quantitative variables Scale development, measurement issues	Ch. 9 Ch. 10 Ch. 12	**Qualitative Materials** (Due Oct 12 @ 11:59 pm)
Week 7 (Oct 15)	Sampling Descriptive statistics I	Ch. 7 Ch. 12	**Quantitative Measures (IV & DV)** (Due Oct 19 @ 11:59 pm)
Week 8 (Oct 22)	Descriptive statistics II	Ch. 12	
Week 9 (Oct 29)	Introduction to *Jamovi*		**Qualitative Report** (Due Nov 2 @ 11:59 pm)
Week 10 (Nov 10-16)	**NO CLASS – READING WEEK**		**Data Collection Completed** (Due Nov 16)
Week 11 (Nov 19)	Introduction to hypothesis testing Overview of statistical tests	Ch. 12 Ch. 13	
Week 12 (Nov 26)	Testing associations between variables [*Pearson correlation, Spearman correlation*]	Ch. 14 Ch. 15 Ch. 16	
Week 13 (Dec 3)	Testing group differences Reporting and interpreting results	Ch. 14 Ch. 15 Ch. 16	**Final Research Report** (Due Dec 5 @ 11:59 pm)