

RESEARCH METHODS IN MANAGEMENT | GBUS/MBA 838

University of Regina
Kenneth Levene Graduate School of Business

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Office Hours: Please email to set a specific time to meet virtually if you would like to discuss your personal progress in the course; these discussions will be held on Zoom. Ample opportunities for discussion through Zoom and UR Courses are built into the course delivery as well.

Class Dates: August 30th to November 29th

Class Time: Wednesday, 7:00 pm - 9:45

Class Location: ED 558

Please contact the professor for information regarding remote participation in the course.

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 streamed 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. 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* may 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.**

Students are expected to log in to the course website regularly and to stay up to date with readings and assignments as the course progresses. It is to your distinct advantage to do as much reading as possible before the course live meeting dates, as we will move very quickly through a lot of material. The course is an evenly balanced theoretical/practical undertaking, and most of the practice takes place in class. If you have not prepared the readings and taken time to reflect on what you are learning in terms of the theory, you will find the class exercise difficult and of little value.

Every class requires students' active, engaged participation. Your diligent application of skills and knowledge gathered from your preparation (including your own experiences where these are relevant) to the topics at hand will result in success on each of the components of the course. Your professional conduct in the class will enhance not only your own learning experience but the experience of everyone sharing the space. A portion of your overall grade may reflect participation; effective participation may also factor into individual assignments throughout the course.

COURSE MATERIALS

Textbook (optional): Sekaran, U., & Bougie, R. (2019). *Research methods for business* (8th ed). West Sussex, UK: Wiley. [7th Edition is fine] **Don't purchase the textbook until after our first class**

Online resources: UR Courses will be extensively used for class updates, lecture outlines, supplementary materials, 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. This will be outlined in class. <https://www.jamovi.org/>

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 in pairs or on your own. You will start by finding a peer-reviewed article from one of the following journals published in 2017 or later:

- a. *Administrative Science Quarterly*
- b. *Academy of Management Journal*
- c. *Journal of Applied Psychology*
- d. *Organizational Behavior and Human Decision Processes*
- e. *Personnel Psychology*

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, (5) collect quantitative data, (6) statistically analyze the data, and (7) present your results in a final report. Greater detail on the required deliverables will be provided through the semester. *The research project can either be solo or in pairs – just let me know your intentions!*

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. Your qualitative data should provide with some sense of frequencies, trends, and disparities among responses.

Deliverable 3: Qualitative research report (20%)

4. Based on your research question, come up with **one nominal/categorical independent variable** (e.g., gender, ethnicity, hierarchical level); **two single-item scale independent variables** (e.g., a self-report of motivation at work); and **two single-item scale dependent variables** (e.g., number of days absent from work in the last month). These measures will be included in a class survey that will be administered and analyzed. You must specify your hypotheses in the document so that I can understand the goals of your questions.

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. Each member of the class will be responsible for recruiting 10-20 respondents to complete the survey.

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. You must include at least **two** of *each* of the following types of analysis: (a) a measurement of an association (correlation); (b) a test of differences between two or more groups (e.g., *t-test*, *ANOVA*).

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>

A note about course participation

Class participation is based on the degree to which your comments and insights enrich the learning experience of the class. Contribution marks for comments and insights are earned by:

- Making observations that integrate concepts and discussions.
- Citing relevant personal examples.
- Asking key questions that lead to revealing discussions.
- Engaging in devil's advocacy: disagreeing with the instructor and other students when the difference of opinion serves as both counterpoint and a way of exploring all sides of a concept, issue, or practice.
- Working with others to come to a common understanding of the topics –in and out of the classroom.
- Participating enthusiastically in classroom group activities and group discussions.
- Listening open-mindedly and responding to what others say.

The following is the guideline I use to assess participation:

Exceeds Expectations:

Students in this category provide leadership in and out of the classroom and work toward enhancing the interpersonal dynamics of the class. Rather than dominating the setting, they act as facilitators, bringing others into the discussion.

Meets Expectations:

Students show an active interest in class activities and participate actively in classroom discussions; regularly make insightful comments which help others to understand the course material; act as positive group role models, etc.

Does not Meet Expectations:

Students attend class regularly (log in) but only occasionally contribute to the classroom experience.

ACADEMIC REGULATIONS and STUDENT RESOURCES

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 online resources and in-person tutoring on writing skills.

The course schedule is below.

Tentative Course Schedule and Due Dates

Week 1 (Aug 30)	Introduction to research	Ch 1 Ch 2	
Week 2 (Sept 6)	The research process Literature review <i>[Finding/ analyzing primary literature]</i>	Ch 4 Ch 6 Asimov essay	
Week 3 (Sept 13)	The research project Generating a research question <i>[Literature review consultation]</i>	Ch 3 Ch 5	Research Question (Due Sept 19 @ 11:59 pm)
Week 4 (Sept 20)	Intro to data collection Questionnaires and interviews	Ch 7 Ch 9	Literature Review (Due Sept 26 @ 11:59 pm)
Week 5 (Sept 27)	Qualitative analysis	Ch 16	Qualitative Materials (Due Oct 3 @ 11:59 pm)
Week 6 (Oct 4)	Defining and measuring quantitative variables Scale development, measurement issues	Ch 11 Ch 12	
Week 7 (Oct 11)	Thanksgiving and Reading Week		
Week 8 (Oct 18)	NO CLASS		Quantitative Measures (IV & DV) (Due Oct 17 @ 11:59 pm)
Week 9 (Oct 25)	Sampling <i>[Sample size and power demonstrations]</i> Descriptive statistics	Ch 13 Ch 14	
Week 10 (Nov 1)	Introduction to <i>Jamovi</i> <i>[Data entry, variable structures]</i> <i>[Charts, frequencies, descriptives]</i> Introduction to hypothesis testing Overview of statistical tests	Ch 15	Qualitative Report (Due Nov 7 @ 11:59 pm)
Week 11 (Nov 8)	NO CLASS <i>[Collect data]</i>		Data Collection Completed (Due Nov 14 @ 11:59 pm)
Week 12 (Nov 15)	Testing associations between variables <i>[Pearson correlation, Spearman correlation]</i>	Ch 15 Ch 16	
Week 13 (Nov 22)	Testing group differences <i>[Chi-square, Mann-Whitney U, t-test, ANOVA]</i>	Ch 15 Ch 16	
Week 14 (Nov 29)	Q&A Class (Optional)		Final Research Report (Due Dec 6 @ 11:59 pm)