Research Process & Methodology
MASY1-GC 1260 | 101 | Spring 2024 | 01/23/2024 – 04/30/2024 | 3 Credits
Modality: In-Person
Course Site URL: https://brightspace.nyu.edu

General Course Information
Name/Title: Supriya Khaneja, Ph.D., Adjunct Instructor
NYU Email: supriya.khaneja@nyu.edu
Class Meeting Schedule: 01/25/2024 - 05/02/2024 | Tuesday | 6:20 pm - 8:55 pm
Class Location: Bldg: MIDC Room 1022
Office Hours: Students will have an opportunity to schedule in-person meetings before class via Brightspace. Zoom calls can be scheduled via email as needed.

Description
This course prepares students with the required research skills necessary to successfully conceptualize a research topic and to subsequently develop a proposal to research the topic. Students learn to conduct a literature review, develop a theoretical framework, develop analytical research questions or hypothesis, identify data collection methods, and prepare to analyze and interpret research findings. This course affords students the opportunity to thoroughly explore a specific business topic, as it relates to their area of study and/or professional field, and develop a formal research proposal based on that topic.

Prerequisites
1210 – Quantitative Models for Decision Makers

Learning Outcomes
At the conclusion of this course, students will be able to:
- Develop professional research skills such as identification of a topic, evaluation and proper use of information sources, and selection of appropriate research methodologies.
- Apply a range of qualitative and quantitative research practices
- Formulate a hypothesis or a set of research questions that address a business problem
- Prepare a proposal incorporating appropriate research methods for the Capstone project.
- Apply ethical research protocols in line with policies and procedures involving human subjects (UCAIHS)

Communication Methods
Be sure to turn on your NYU Brightspace notifications and frequently check the "Announcements" section of the course site. This will be the primary method I use to communicate information critical to your success in the course.

Credit students must use their NYU email to communicate. Non-degree students do not have NYU email addresses. Brightspace course mail supports student privacy and FERPA

guidelines. The instructor will use the NYU email address to communicate with students. To contact me, send me an email. I will respond within 24 hours.

Structure | Method | Modality
This Course sessions will be conducted In-person and will meet once a week on Thursday. You are expected to attend the in-person sessions and remain during the entire scheduled period. Active learning experiences and small group projects are key components of the course. Each class session will involve lecture, class discussions and group discussions to practice the content of the lessons in a collaborative environment. Much of our course content will develop experientially in class, and as a result missed sessions will be very difficult to make up. Brightspace is the learning management system we will use. Students are expected to check and submit assignments via NYU Brightspace each on the appointed date and time.

Expectations

Learning Environment
You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course and enrich our learning community.

Participation
You are integral to the learning experience in this class. Be prepared to actively contribute to class activities, group discussions, and work outside of class. To maintain an inclusive environment that ensures all students can equally participate with and learn from each other, as well as receive feedback and instruction from faculty during group discussions in the classroom, all course-based discussions and group projects should occur in a language that is shared among all participants.

Assignments and Deadlines
Students are expected to submit their assignments on or before the due date. Thorough understanding and analysis of assignments for each class session are expected. All assignments must be uploaded to the folders on Brightspace posted under the "Assignments" tab. As course assignments are iterative and build upon one another, late assignments should be avoided. Any late assignments will be penalized a whole letter grade for lateness (10%) and missed assignments will receive a 0. Assignments emailed to the instructor will not be considered as having been turned in.

Course Technology Use
We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require use of Zoom. All class sessions require use of technology (e.g., laptop, computer lab) for learning purposes.

Feedback and Viewing Grades
I will provide timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

Attendance
All students are expected to attend all classes. Students are expected to behave in a professional manner and to be on time on classes. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported in advance. Any unexcused absences from classes are not allowed and it may have a negative impact on a student's final grade.

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus.

Refer to the SPS Policies and Procedures page for additional information about attendance.

Textbooks and Course Materials
Course texts are available in the NYU Bookstore and are also available through Amazon. Highly recommended you use a professional grammar checker such as Grammarly.

Required Reading & Materials

- Aityan, S. K. (2022). Business Research Methodology: Research Process and Methods. Springer. ISBN: 978-3-030-76857-7.
- Bougie, R., & Sekaran, U. (2020). Research methods for business: A skill building approach (8th Edition). John Wiley & Sons.
- American Psychological Association. (2020). Publication Manual of the American Psychological Association (7th Ed.). Washington, D.C.: Author. ISBN 978-1-4338-3216-1

Recommended Reading & Materials

- APA Style: http://www.apastyle.org/manual/
- NYU Collaborative Institutional Training Initiative (CITI) Human Subjects Training Program Tutorial: https://www.nyu.edu/research/resources-and-support-offices/getting-started-withyourresearch/human-subjects-research/tutorial.html

Grading | Assessment
Your grade in this course is based on your performance on multiple activities and assignments. Since all graded assignments are related directly to course objectives and learning outcomes, failure to complete any assignment will result in an unsatisfactory course grade. All written assignments are to be completed using APA 7 format and double-spaced. Please carefully proof-read your written assignments before submitting them for a grade. I will update the grades on the course site each time a grading session has been completed— typically three (3) days following the completion of an activity. The following criteria will be used to evaluate and grade performance:

DESCRIPTION	PERCENTAGE
Assignment 1: Identify and propose a topic for research	5%
Assignment 2: Revise research topic and create research questions	10%
Assignment 3: Complete Literature Review and Meta-Analysis	10%
Assignment 4: Research Proposal Draft	5%
Assignment 5: Critique a Research Article: In-class Presentations	10%
Assignment 6: Case study on Research Ethics	5%
Assignment 7: UCAIHS CITI Training Exam (Required to pass course)	5%
Assignment 8: Final Exam	5%
Assignment 9: Final Research Proposal	15%
Assignment 10: In Class PowerPoint Presentation of Final Research Proposal	15%
ASSIGNMENTS TOTAL	85%
Review Quizzes:	5%
Active class participation:	10%
TOTAL	100%

Human Subjects Research Training Students are required to successfully complete the University Committee on Activities Involving Human Subjects (UCAIHS) Collaborative Institutional Training Initiative (CITI) training modules for Human Subjects (this is specifically the Social & Behavioral Research - Basic/Refresher - Basic Course with 17 required modules). You cannot pass the course without showing proof of having successfully completed this on-line training.

See the "Grades" section of Academic Policies for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

Course Outline

Start/End Dates: 01/23/2024 – 04/30/2024 | Tuesday
Time: 6:20 pm - 8:55 pm
No Class Date(s): Tuesday, 03/19/2024
Special Notes: Spring Break 03/18/24 - 03/24/24

Session 1 - 01/23/24
Getting familiar with the Basics of Research
- Review Syllabus and Course Overview
- Understanding of research and Purpose of research
- Criteria of good research
- Stimulating Research Exercise: What are some research topics that interests you?
- Discuss Assignment 1

Assignments Due:
Assignment 1: Identify and propose a topic for research that interest you

Readings Due:
- Sekaran Chap 1
- Aityaan Chap 1

Session 2 – 01/30/24
Guidelines on conducting an Effective Literature Review: 5Cs
- Defining research problem, research gap
- Discuss academic databases: EBSCO, JSTOR, Scopus, Google scholar, ProQuest
- Class Exercise: Choosing a researchable topic and developing research questions based on problem statement

Assignments Due:
Assignment 2: Revise research topic and create research questions

Readings Due:
- Sekaran Chap 3
- Aityaan Chap 4
- Review Aityaan and APA readings via slides

Session 3 – 02/06/24
Discussion on Literature Review Strategy
- Citations, References
- Discuss various styles of References
- Citation Management Tools: Endnote, Mendeley, Zotero, RefWorks, Citavi
- Review assignment 2 in class (in groups)

Assignments Due:
Assignment 3: Complete Literature Review and Meta-Analysis (should be 10-15 pages) with at least 30 high quality academic journal articles. Follow APA 7 for all formatting. Bring printed (and stapled) copy of your literature review to class

Readings Due:
- Sekaran Chap 4
- Aityaan Chap 5
- Lecture notes

Session 4 – 02/13/24
In class Presentations of Complete Literature Review and Meta-Analysis

Assignments Due:
No Assignments due

Readings Due:
- Sekaran Chap 3
- Aityaan Chap 7

Session 5 – 02/20/24
How to write your own Research Proposal?
- Understanding the Key Elements of Research Proposal
- Types of research proposal
- Exercise: How to make a good research Proposal Draft

Assignments Due:
Assignment 4: Research Proposal Draft
Identify and propose a topic for further research, along with the background and the significance of research and the ways it would add to the body of existing knowledge. This should be 5-10 pages long. Submit via NYU Brightspace. This should include the abstract, keywords, table of contents, sections, proposed research design and methodology and the references

Readings Due:
- No readings due

Session 6 – 02/27/24
Comprehensive Discussion on 8 step model of Research Process
- Steps of Research Process
- What is null and alternate hypothesis?
- Discuss Assignment 5

Assignments Due:
Assignment 5: Critique a Research Article: In-class Presentations
Thorough evaluation of one of the excellent research article you discovered during your literature search

Readings Due:
- Aityaan Chap 3

Session 7 – 03/05/24
Examining on various types of Research Designs:
- Experimental Research Design
- Exploratory Research Design
- Observational Research Design
- Critique a research article: In-class Presentations Group 1

Assignments Due:
No Assignments due

Readings Due:
- Sekaran Chap 6
- Aityaan Chap 1
- Review Aityaan readings via slides

Session 8 – 03/12/24
Why are Ethics important in data collection and research?
- Understanding on Research Ethics
- Plagiarism
- Do you believe the data you are using is ethically sourced?
- Use of plagiarism detection software
- Critique a research article: In-class Presentations Group 2

Assignments Due:
Assignment 6: Case study on Research Ethics

Readings Due:
- Sekaran Chap 1
- Sekaran Chap 3 & 4
- Aityaan Chap 21

Session 9 – 03/12/24
Evaluating various data collection approaches

- Which data to collect and how to collect the data?
- Case briefly discussions in class

Assignments Due:
Assignment 7: UCAIHS CITI Training Exam

Readings Due:
- Sekaran Chap 7 & 8
- Aityaan Chap 1

Session 10 – 04/02/24
Evaluating various data collection approaches using multimedia in class:
- Primary data collection approaches
- Secondary data collection approaches
- Exercise: Using an appropriate method of data collection for your research problem

Assignments Due:
No assignments due

Readings Due:
- Sekaran Chap 9 & 10
- Aityaan Chap 16

Session 11 – 04/09/24 via NYU Zoom
Guest Speaker Lecture- Developing of Hypothesis Testing in Research
- Sampling and methods of sampling
- Scales of measurement
- Parametric vs non parametric tests
- Discuss assignment 8

Assignments Due:
Assignment 8: Final Exam

Readings Due:
- Sekaran Chap 5
- Aityaan Chap 14
- Lecture notes

Session 12 – 04/16/24
How should you interpret the results of your research?
- Software's used for Data Analysis: SAS, SPSS, STATA, Tableau, Python, R
- Exercise: Writing the data analysis section in research proposal

Assignments Due:
No assignments due

Readings Due:
- Sekaran Chap 17
- Aityaan Chap 20
- Lecture notes

Session 13 – 04/23/24
Individual Coaching Sessions and Guidelines for Submission of Final Research Proposal

Assignments Due:
Assignment 9: Final Research Proposal (15-20 pages). Submit via Brightspace

Readings Due:
- Aityaan Chap 22

Session 14 – 04/30/24
In class PowerPoint Presentations of Final Research Proposal

Assignments Due:
Assignment 10: In class PowerPoint Presentation of Research Proposal. Submit your slides via Brightspace

Readings Due:
- No readings due

At the discretion of the faculty, the syllabus may be modified to better meet the needs of the students and to achieve the learning outcomes established in the syllabus.

NOTES:

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the SPS IDBEA Committee*).

New York University School of Professional Studies Policies

1. <u>Policies</u> - You are responsible for reading, understanding, and complying with University Policies and Guidelines, NYU SPS Policies and Procedures, and Student Affairs and Reporting.

2. <u>Learning/Academic Accommodations</u> - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the Moses Center for Student Accessibility. If you are interested in applying for academic accommodations, contact the Moses Center as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the Moses Center Portal as soon as possible (mosescsa@nyu.edu | 212-998-4980).

3. <u>Health and Wellness</u> - To access the University's extensive health and mental health resources, contact the NYU Wellness Exchange. You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.

4. <u>Student Support Resources</u> - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the NYU SPS Office of Student Affairs site.

5. <u>Religious Observance</u> - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the University Calendar Policy on Religious Holidays for the complete policy.

6. <u>Academic Integrity and Plagiarism</u> - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

Turnitin, an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the Academic Policies for NYU SPS Students page.

7. <u>Use of Third-Party Tools</u> - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the "Terms of Use" (TOU) associated with such apps/platforms/software.

These services may require you to create an account but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.