Research Process & Methodology

# MASY1-GC 1260 | 108 | Fall 2024 | 09/03/2024 - 12/10/2024 | 3 Credits Modality: In-Person

**Course Site URL:** [https://brightspace.nyu.edu](https://brightspace.nyu.edu/)

# General Course Information

**Name/Title:** Supriya Khaneja, Ph.D., Adjunct Instructor

**NYU Email:** [supriya.khaneja@nyu.edu](mailto:supriya.khaneja@nyu.edu)

**Class Meeting Schedule:** 09/03/2024 - 12/10/2024 | Tuesdays | 6:20 pm - 8:55 pm

**Class Location:**

**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

As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates. SPS classrooms are diverse and include students who range in age, culture, learning styles, and levels of professional experience. 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.

**Use of AI tools:** All class assignments must be completed independently without the use of generative AI tools. Submitting work that is not your original creation is a violation of NYU's academic integrity policy.

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](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) 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. (2019). 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-](https://www.nyu.edu/research/resources-and-support-offices/getting-started-withyourresearch/human-subjects-research/tutorial.html) [started-withyourresearch/human-subjects-research/tutorial.html](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: Identify at least 20 research references for your proposal | 5% |
| Assignment 4: Complete Literature Review and Meta-Analysis | 10% |
| Assignment 5: Critique a Research Article: In-class Presentations | 10% |
| Assignment 6 A: Research Proposal Draft | 5% |
| Assignment 6 B: Research Proposal Draft submissions after revisions | 5% |
| Assignment 7: UCAIHS CITI Training Exam (Required to pass course) | 5% |
| Assignment 8: Final In class Exam | 5% |
| Assignment 9: Final Research Proposal | 10% |

Assignment 10: Final Research Proposal Pecha Kucha (20x20 timed) Presentation 10%

ASSIGNMENTS TOTAL 80%

Review Quizzes: 2 Review Quizzes 5%

Active class participation: 15%

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](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1) 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:** 09/03/2024 - 12/10/2024|Tuesdays

**Time:** 6:20 pm - 8:55 pm

**No Class Date(s):**

**Session 1 - 09/10/24**

Getting familiar with the Basics of Research

* Review Syllabus and Course Overview
* 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 – 09/17/24

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 – 09/24/24

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: Identify at least 20 research references for your proposal

# Readings Due:

* Sekaran Chap 4
* Aityaan Chap 5
* Lecture notes

# Session 4 – 10/01/24

Research Methodology Defenses and Individual Coaching Session

# Assignments Due:

Assignment 4: 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 copy of your literature review to class

# Readings Due:

* Sekaran Chap 3

# Session 5 – 10/08/24

How to write your own Research Proposal?

* Understanding the Key Elements of Research Proposal
* Exercise: How to make a good research proposal draft

# Assignments Due:

Assignment 5: Critique a Research Article: In-class Presentations

(Present an in-depth evaluation of one of the excellent research article you discovered during your literature search)

# Readings Due:

* Aityaan Chap 7

# Session 6 – 10/16/24 Make up class

Comprehensive Discussion on 8 step model of Research Process

* + What is null and alternate hypothesis?
  + Critique a research article: In-class Presentations Group 1
  + Discuss Assignment 6 A

# Assignments Due:

Assignment 6 A: Research Proposal Draft: Discuss and develop a preliminary methodology (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:

* Aityaan Chap 3

# Session 7 – 10/22/24

Examining on various types of Research Designs:

* Experimental Research Design
* Exploratory Research Design
* Observational Research Design
* Critique a research article: In-class Presentations Group 2
* Discuss Assignment 6 B
* Peer Review of Assignment 6 A

# Assignments Due:

Assignment 6 B: Research proposal draft submissions after revisions based on peer review

# Readings Due:

* Sekaran Chap 6
* Aityaan Chap 1
* Review Aityaan readings via slides

# Session 8 – 10/29/24

Why are Ethics important in data collection and research?

* Understanding on Research Ethics and Plagiarism
* Do you believe the data you are using is ethically sourced?
* Use of plagiarism detection software
* In class Team Exercise: Case briefing

# Assignments Due:

No assignments

# Readings Due:

* Sekaran Chap 1
* Sekaran Chap 3 & 4
* Aityaan Chap 21

# Session 9 – 11/04/24 via NYU Zoom

Evaluating various data collection approaches

* Which data to collect and how to collect the data?
* Discussion on Assignment 7

# Assignments Due:

Assignment 7: UCAIHS CITI Training Exam

# Readings Due:

* Sekaran Chap 7 & 8
* Aityaan Chap 1

# Session 10 – 11/12/24

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

# Readings Due:

* Sekaran Chap 9 & 10
* Aityaan Chap 16

# Session 11 – 11/19/24

Developing of Hypothesis Testing in Research

* Sampling and methods of sampling
* Scales of measurement
* Parametric vs non parametric tests
* Guidelines for Final Exam

# Assignments Due:

Final In class Exam

# Readings Due:

* Sekaran Chap 5
* Aityaan Chap 14
* Lecture notes

# Session 12 – 11/26/24

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
* Final In class Exam

# Assignments Due:

No assignments due

# Readings Due:

* Sekaran Chap 17
* Aityaan Chap 20
* Lecture notes

# Session 13 – 12/03/24

Individual Coaching Sessions and Guidelines for Submission of Final Research Proposal

# Assignments Due:

Assignment 8: Final Research Proposal (15-20 pages).

# Readings Due:

* Aityaan Chap 22

# Session 14 – 12/10/24

In class Final Research Proposal Pecha Kucha (20x20 timed) Presentations

# Assignments Due:

Assignment 9: Final Research Proposal Pecha Kucha (20x20 timed) Presentation. 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*](https://www.sps.nyu.edu/homepage/about-us/idbea/about-idbea.html)[*Committee*](https://www.sps.nyu.edu/homepage/about-us/idbea/about-idbea.html)).

# New York University School of Professional Studies Policies

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and](http://www.nyu.edu/about/policies-guidelines-compliance.html) [Guidelines,](http://www.nyu.edu/about/policies-guidelines-compliance.html) [NYU SPS Policies and Procedures,](http://sps.nyu.edu/academics/academic-policies-and-procedures.html) and [Student Affairs and Reporting.](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html)
2. Learning/Academic Accommodations - 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](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) [Accessibility.](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) If you are interested in applying for academic accommodations, contact the [Moses Center](https://www.nyu.edu/students/communities-and-groups/student-accessibility/academic.html) 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](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) as soon as possible ([mosescsa@nyu.edu](mailto:mosescsa@nyu.edu) | 212-998-4980).
3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange.](https://www.nyu.edu/students/health-and-wellness/wellness-exchange.html) 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. Student Support Resources - 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.](https://www.sps.nyu.edu/homepage/student-experience/resources-and-services.html)
5. Religious Observance - 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](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html) for the complete policy.
6. Academic Integrity and Plagiarism - 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,](https://www.nyu.edu/servicelink/KB0018471) 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](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) [Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) page.

1. Use of Third-Party Tools - 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.