**Research Process & Methodology**

**MASY1-GC 1260 | 202 | Fall 2024 | 09/03/2024 - 12/10/2024** **| 3 Credits**

**Modality: Online (Sy)**

Course Site URL: <https://brightspace.nyu.edu/>

**General Course Information**

**Name/Title:** Dr. Joy Ohayia, Adjunct Instructor (she/her/hers)

**NYU Email:** jo73@nyu.edu

**Class Meeting Schedule:** 09/03/2024 - 12/10/2024 | Tuesdays | 07:00pm -- 09:35pm

**No Class Date:** Tuesday, 10/15/2024

**Class Location:** Online - Distance Learning

**Office Hours:** Students will have an opportunity to schedule virtual meetings with the instructor at designated times. Meetings are by appointment before class meetings or as needed after class meetings.

**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](https://www.nyu.edu/servicelink/KB0018507) 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. To contact me, send me an email to [jo73@nyu.edu](mailto:jo73@nyu.edu), I will respond within 24 hours.

**Structure | Method | Modality**

There are 14 session topics in this course. The session topics are organized into three (3) areas of study: 1) History, 2) Learning Principles, and 3) Instructional Design in Practice.

Active learning experiences and small group projects are key components of the course. Assignments, papers, and exams will be based on course materials (e.g., readings, videos), lectures, and class discussions. Course sessions will be conducted synchronously on NYU Zoom, which you can access from the course site in [NYU Brightspace](https://brightspace.nyu.edu/).

**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. Participation means contributing to the discussion versus simply speaking in class or offering a random comment in the online forum; it also means actively listening and building on the questions and discussion points of your classmates. As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates**.**

Assignments and Deadlines

Please submit all assignments to the appropriate section of the course site in [NYU Brightspace](https://brightspace.nyu.edu/). If you require assistance, please contact me BEFORE the due date. To be considered as turned in, on time assignments should be posted electronically to appropriate assignment link in NYU Brightspace before the class starts. Any late assignments will be penalized a whole letter grade for lateness (10%). No late assignments will be accepted after 7 days from their due dates. After seven days the assignment will not be accepted and receive a failing grade. The only exception is the final assignment which will not be accepted at all past the posted due date. Assignments must be posted to the student’s account in the appropriate place in the class website. Assignments emailed to the instructor will not be considered as having been turned in. Do not wait until the last minute to post an assignment and then find you can’t post it due to the website or the network unavailability. Plan appropriately to hand assignments in on time.

Please see 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>

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 also require use of technology (e.g., laptop, working webcam, and microphone) for learning purposes.”

**Generative AI Use**

**Welcome on Specific Projects**

Where noted, you are allowed to use generative AI tools for assignments or activities. However, assignments created with AI should not exceed 25% of the overall work, and you must identify the portions where you used AI tools, and describe how you used them. Note that you are responsible for all parts of an assignment; if an AI tool provides incorrect information, it is your responsibility to find and fix the error before submitting. Note too that overreliance on AI can hinder independent thinking and creativity.

Use of ChatGPT (or other similar tools that generate text) is allowed in this class for specific assignments only. When use of the tool is allowed, it will be explicitly noted in the assignment directions. If you utilize ChatGPT for any part of the assignment (from idea generation to text creation to text editing), you must properly cite ChatGPT. Violations can result in failure of the assignment or failure of the course and a notation on your transcript.

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

I expect you to attend all class sessions. Attendance will be taken into consideration when determining your final grade.

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**

List required and recommended resources.

Course texts were ordered in the NYU Bookstore and are also available through Amazon.

Highly recommended you use a professional grammar checker such as Grammarly. There is a severe penalty for improper use of grammar.

**Required Reading & Materials**

· American Psychological Association. (2019). *Publication manual of the American Psychological Association* (7th ed.). Washington, D.C.: Author. ISBN 1433805618

· Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill building approach*. John Wiley & Sons.ISBN:9781119561224

**Recommended Reading & Materials**

· Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed). Thousand Oaks, CA: Sage. ISBN 9781506386706

· Singleton, R. A. & Straits, B. C. (2017) *Approaches to Social Research* 6th Edition. New York: Oxford University Press. ISBN-13: 978-0190614249

· APA Style:<http://www.apastyle.org/manual/>

· Purdue OWL:<http://owl.english.purdue.edu/owl/resource/560/01/>

· 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 format and must be typed and double-spaced. Grammar, punctuation, and spelling will be considered in grading. 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. ALL Assignments are due the Sunday after Class.

*09/08 Assignment 1A: Research Problem and Grand Challenge 1%*

*09/15 Assignment 1B: Identify and propose a topic for further research 4%*

*09/22 Assignment 2: Revise proposal topic based on class discussion 5%*

*09/29 Assignment 3: Identify 15 research references for your proposal 20%*

*10/13 Assignment 4: Draft Introduction 10%*

*10/20 Assignment 5: UCAIHS CITI Training Passing Exam Proof*

*(REQUIRED TO PASS COURSE) 5%*

*10/27 Assignment 6: Draft literature review 10%*

*11/03 Assignment 7: Draft Hypothesis 5%*

*11/17 Assignment 8: Draft Data and Analysis Plan 15%*

*12/01 Assignment 9: Draft Proposal 10%*

*12/15 Assignment 10: Final Proposal 10%*

*12/10 Assignment 11: Final Proposal via Video 5%*

*ASSIGNMENTS TOTAL 100%*

***Complete Human Subjects Research Training (50 points/5%)***

*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.***

***Final Proposal (150 points/15%)***

*The Final Proposal (Final Project) is the RPM Thesis Proposal. This syllabus follows the order and outline presented in the Thesis Requirements for RPM and RPT Courses (rev. March 2014) document in the Resources folder. The one difference will be that an abstract and keywords that are required to be placed before the Table of Contents (TOC)*

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.

**NYU SPS Graduate Grading Scale**

|  |  |  |  |
| --- | --- | --- | --- |
| **A** | 95-100 | 4.000 | **Exceptional:** Demonstrates exceptional mastery of all learning outcomes of the course and thorough and complete understanding of all concepts. |
| **A-** | 90-94 | 3.667 | **Excellent:** Demonstrates highly competent mastery of all learning outcomes of the course and strong understanding of all concepts. |
| **B+** | 87-89 | 3.333 | **Very Good; exceeds course standards:** Demonstrates mastery of all learning outcomes of the course and understanding of core concepts. |
| **B** | 83-86 | 3.000 | **Good; meets course standards:** Demonstrates mastery of some learning outcomes; understanding of some core concepts could be improved. |
| **B-** | 80-82 | 2.667 | **Somewhat Satisfactory;** meets some course standards and requires improvement: Demonstrates basic understanding of some learning outcomes; improved understanding of all core concepts is needed. |
| **C+** | 77-79 | 2.333 | **Less than Satisfactory; requires significant improvement:** Demonstrates partial understanding of all learning outcomes and core concepts; requires significant improvement. |
| **C** | 73-76 | 2.000 | **Unsatisfactory; requires substantial improvement:** Demonstrates partial understanding of some learning outcomes and core concepts; requires substantial improvement. |
| **C-** | 70-72 | 1.667 | **Unsatisfactory; requires extensive improvement:** Demonstrates poor understanding of all learning outcomes and core concepts; requires extensive improvement. |
| **F** | Below 70 |  | **Fail:** Demonstrates minimal to no understanding of all key learning outcomes and core concepts; work is unworthy of course credit towards the degree. |
| **P** |  |  | **Passing:** If a Pass/Fail grade is allowed, the choice of pass/fail must be made prior to the completion of the fifth week of the term. |

**Course Outline**

**Start/End Dates**: 09/03/2024 - 12/10/2024 / Tuesdays

**Time**: 07:00pm -- 09:35pm

**No Class Date(s)**: Tuesday – 10/15/2024

**Special Notes**: N/A

**Session 1, 09/03/2024**

**Topic: Introduction and Overview**

**● Module 1- Introduction to Research**

**● Introduction, Review Syllabus, & Course Overview.**

**● Discuss University Committee on Activities Involving Human Subjects (UCAIHS) Human Subjects Certification Exam: CITI**

**● Overview of the research process**

**● Discuss: Thesis Requirements for RPM and RPT Courses**

**● Exercise: Illustrate an Interest**

**● Discuss Assignment 1**

**Readings Due:**

**● Sekeran chap 1 (textbook)**

**● APA chap 1&2 (textbook)**

**Session 2, 09/10/2024**

**Topic: Preliminary Information Gathering and Defining The Problem**

**● Module 2 - The Research Process**

**● Review Sekeran & APA readings via slides, lecture notes, and websites**

**● Choose and narrow a researchable topic**

**● Discuss Assignment 2: Identify and propose a topic for further research, along with the background or reasons why it is an important area to research, the significance of it (including those who would benefit from your research), and the ways it would add to the body of existing knowledge.**

**This should be 2-4 pages long. Submit via Brightspace. Follow APA 7 for all formatting. Attempt to write in the third person (try to avoid use of I, me, my, mine, or we).**

**Readings Due:**

**● Sekeran chap 2**

**● APA chap 3**

**Session 3, 09/27/2024**

**Topic: Defining The Problem**

**● Module 3: The Introduction**

**● Review Assignment 1 in class**

**● Plagiarism**

**● Citations, Referencing and Bibliographies**

**● Clarify problem statement and research questions**

**● Discuss Assignment 3**

**Readings Due:**

**● Sekeran chap 3**

**● APA chap 4**

**Session 4, 09/24/2024**

**Topic: Literature Review**

**● Module 4: Evidence and Literature Search**

**● Review Assignment 3 in class**

**● Discuss library database 5: Emerald**

**● The Introduction**

**● APA mechanics of style & crediting sources**

**● Discuss Assignment 3: Identify 15 high quality references (a mixture of academic and other high-quality, credible resources is encouraged) for your proposal. Have them on a formatted Reference list. Submit via Brightspace. Have access to your 15 articles in class for discussion.**

**Readings Due:**

**● Sekeran chap 4**

**● APA chap 4**

**Session 5, 10/01/2024**

**Topic: Theoretical Framework**

**● Module 5 – Reframing the Question**

**● The purpose statement**

**● Discuss the literature review**

**● Literature review exercise**

**● Discuss Assignment 4**

**Readings Due:**

**● Sekeran chap 5**

**● APA chap 7**

**Session 6, 10/08/2024**

**Topic: Theoretical Framework**

**● Module 6 - The Literature Review**

**● Discuss 3 Capstone Options—Thesis, Applied Project, Business Plan**

**● Use of theory**

**● Literature review strategy: Literature review ≠ article summary**

**● Literature review exercise**

**● Review Assignment 4: Draft Introduction. This involves reworking your initial topic proposal and drafting a short background of the problem, its significance, and identifying the research gap (Problem). There should be a clear problem statement within 1.2. That section should transition into section 1.3, which should have a clear Purpose statement and be worded as “The purpose of this study is to…. “There should be at least one clear research question in 1.4. Submit via Brightspace. Have access to copies of your proposal to class. This should include the abstract, keywords, table of contents, sections 1, part of 2, and the References. Have only the heading title for 1.5.**

**Readings Due:**

**● Sekeran Chap 4**

**● APA chap 8**

**Session 7, 10/22/2024**

**Topic: Data Collection Methods**

**● Module 7 – Evidenced Based Practice**

**● Review Assignment 5 in class**

**Assignments Due:**

**· Assignment 5 UCAIHS CITI Exam Passing by 10/20/2024 Post your passing reports to NYU Classes under Assignment 5. (REQUIRED TO PASS COURSE).**

**· These are the options to select to get you to the required 16 sections in the Citi online training:**

**· Conflicts of Interest**

**No**

**· Human Subjects Research**

**Social & Behavioral Research Investigators: Choose this group to satisfy CITI training requirements for Investigators and staff involved primarily in Social and Behavioral research with human subjects.**

**· CITI US Export Control Regulations course**

**Not at this time.**

**· Responsible Conduct of Research**

**Not at this time**

**Readings Due:**

**● Sekeran chap 6**

**Session 8, 10/29/2024**

**Topic: Data Collection Methods**

**● Module 8 - Methodology I**

**● Review all elements of proposal to ensure flow into Literature Review**

**● Quantitative methods**

**● Qualitative methods**

**● Mixed methods**

**● Data Collection**

**Readings Due:**

**● Sekeran chap 10**

**Session 9, 11/05/2024**

**Topic: Research Considerations**

**● Module 9 A – Methodology II**

**● Methodology to analyze data**

**● Discuss Assignment 8**

**Readings Due:**

**● Sekeran chap 11,12,14,16**

**Session 10, 11/12/2024**

**Topic: Experimental Designs and Measurements**

**● Module 9 B – Methodology II**

**● Methodology to analyze data**

**● Discuss Assignment 8**

**Readings Due:**

**● Sekeran chap 11,12,14,16**

**Session 11, 11/19/2024**

**Topic: Qualitative Data Analysis and The Research Report**

**● Module 10 - Finalizing the Proposal**

**● Review Assignment 8 in class**

**● Ethical considerations**

**Readings Due:**

**● Sekeran chap 17**

**Session 12, 11/26/2024**

**Topic: Quantitative Data Analysis and The Hypothesis Testing**

**● Getting data and preparing it for analysis – Chapter 14 and 15**

**● Assessing reliability and validity measures**

**● Testing hypotheses**

**Quantitative analysis**

**Session 13, 12/03/2024 (INDIVIDUAL COACHING SESSIONS)**

**Session 14, 12/10/2024 (Assignment 11: IN CLASS PROPOSAL PRESENTATIONS)**

**Assignment 10: Final Submission of Written Proposal (Due December 15, 2024)**

**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*](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 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 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 Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) page.

7. 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.