

Research Process & Methodology

# General Course Information:

Faculty Name: Dr. Andres Fortino

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(Email is the formal method for NYU communication)

Phone:845-242-7614

Course title/number: Research Process & Methodology (MASY1-GC 1260- 100)

Credits: 3 credits

Semester/Year: Fall 2021

Course dates: 9/2/21 to 12/14/21 / Thursdays

Course time: 6:20 PM – 8:55 PM EDT/EST

Class location: MIDC Room: 526 Loc: Midtown Center

No Class Date: Thursday, November 25, 2021

Office hours: Office hours will be by appointment before class meetings or as needed after class meetings. Phone calls can be scheduled via email as needed.

# Course 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.

# Course Prerequisites:

All core courses, including the prerequisite MASY1-GC 1210: Quantitative Models for Decision-Makers. MASY1-GC 1260: Research Process & Methodology is a prerequisite for each Capstone course (MASY1-GC 4000, MASY1-GC 4100, and MASY1-GC 4200).

# Course Structure/Method:

This is an in-person course. You are expected to attend the in-person sessions and remain during the entire scheduled period. Each class session will involve lecture, class discussion, and small group (peer team) 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. Students are expected to check and submit assignments via NYU Brightspace LMS each on the appointed date and time.

# Course 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 Policy:

You are expected to check your NYU email and/or NYU Brightspace LMS daily for announcements concerning assignments, class changes or cancellations, and other important information. Credit students must use their NYU email to communicate. NYU Brightspace LMS course-mail supports student privacy and FERPA guidelines. I intend to reply to all questions or comments within 24 hours. Student information or grade questions should only be communicated via NYU Email, per FERPA guidelines.

Students have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty in Albert, Brightspace, and other NYU systems. Students can also opt out of having their pronouns viewed by their instructors.

<https://www.nyu.edu/students/student-information-and-resources/registration-records-and-graduation/forms-policies-procedures/change-of-student-information/pronouns-and-name-pronunciation.html>

# Course Expectations:

## Attendance:

Students are expected to behave in a professional manner and attend all classes, on time. Each unexcused absence will result in 5% deducted from the student’s grade and arriving late to class will result in 2% deducted from the student’s Final Points grade. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. More than three unexcused absences will cause the student to automatically fail the course. In the case of religious observance or civic obligation, this should be reported in advance and documented. Unexcused absences from sessions have a negative impact on a student’s final grade. Students are responsible for assignments given during any absence or lateness. A student who has three unexcused absences will earn a Fail grade.

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>

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.

# Classroom Expectations:

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.

**Assignments:**

To be considered as turned in on time assignments should be posted electronically to appropriate assignment link in NYU Brightspace LMS 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 to 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.

**Technology Policy:**

**Online Technical Support:**

**IT Service Desk**

(212)-998-3333

24 hours a day, 7 days a week

Email: [AskIT@nyu.edu](mailto:AskIT@nyu.edu)

**Zoom Support**

* [NYU Zoom Guide for Students](https://nyu.service-now.com/servicelink/search_results.do?sysparm_document_key=kb_knowledge,bd4d4732dbf34f008fd2a2364b961964&sysparm_search=zoom)
* Make sure you are using [NYU Zoom](https://www.nyu.edu/life/information-technology/communication-and-conferencing/meetings-chat-conferencing/nyu-zoom.html) to log-in for class
* Check the [NYU Zoom site](https://t.e2ma.net/click/pvdgzd/148ffmn/lccv1i) often for updates. (To update Zoom, you can also open from your desktop and click menu, then “Check for Updates.”)

**Brightspace Support**

* Log-in to the [Brightspace](https://brightspace.nyu.edu/d2l/home)platform or visit the [Student Training](https://www.nyu.edu/life/information-technology/instructional-technology-support/instructional-technology-tools-and-services/nyu-lms-brightspace/student-training-lms-brightspace.html) website.

Video on how to [Navigate the Bright Space Learning Environment](https://youtu.be/aYXbSBZ-VxI)

**Class Participation:**

# Required and Recommended Material:

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. (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, D.C.: Author. ISBN 1433805618
* Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

## Recommended Reading & Materials

* 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>

# Assessment Strategy:

**Final Research Proposal**

Assignment specifics and due dates may be found in the content outline at the end of this syllabus. Assignments will be graded for content, completion, grammar, clarity, and following APA 6 requirements, with 10% penalty for spelling and grammatical errors. All assignments should be submitted via NYU Brightspace LMS . Printed copies of most assignments will also be brought to class for (ungraded) peer review, discussion, and feedback. Assignments are due on the dates listed, with a penalty for lateness. Most assignments add additional elements to your proposal, which you will develop throughout the course. The following criteria will be used for performance evaluation and grading of course assignments:

Assignment 1A: Research Problem 1%

Assignment 1B: Identify and propose a topic for further research 4%

Assignment 2: Revise proposal topic based on class discussion 5%

Assignment 3: Identify 15 research references for your proposal 10%

Assignment 4: Draft Introduction 10%

Assignment 5: UCAIHS CITI Training Passing Exam Proof

(REQUIRED TO PASS COURSE) 5%

Assignment 6: Draft literature review 10%

Assignment 7: Draft Hypothesis 5%

Assignment 8: Draft Data and Analysis Plan 15%

Assignment 9: Draft Proposal 10%

Assignment 10: Final Proposal 10%

Assignment 11: Final Proposal via Video 5%

ASSIGNMENTS TOTAL 90%

**Weekly Review Quizzes and RAIKS** (10%)**:**

There are10 RQs (Review Quizzes) and two RAIKS (Rapid Assessments of Individual Knowledge and Skills). To assist you to master the course materials we are providing 10 Review Quizzes (RQs, one per week). They are 10 questions surveys of what and how you learned that week. They are to be taken weekly the day after each session (they are open until midnight that day). This is not an exercise to measure what you know but to assist you transfer knowledge from short term memory to long term memory. **In the past students who used these exercises got as much as a 30% increase in their final exam grade.**  The quizzes count for 5% of the final grade. You are highly encouraged to take them. The quizzes are open online for a very short time (48 hrs.) and they are timed to maximize knowledge transfer. So be sure to take each quiz when it is available.

There are also Two Rapid Assessment of Individual Knowledge and Skills assessments (RAIKS). **The scores do not count, but the difference between the start RAIKS and the ending RAIKS will assure you that you have mastered the concepts of the class.**

To encourage you to take these assessments, there will be 5% assigned to these exercises if you complete at least 90% (10 out of the 12 assessments) of them. The grades on these exercises will not be used to compute the course grade but only the fact that they are completed is taken into account.

**Complete 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.**

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 document in the Resources folder. The one difference will be an abstract and keywords that are required, before the Table of Contents (TOC).

# NYUSPS Policies:

“NYUSPS policies regarding the Family Educational Rights and Privacy Act (FERPA), Academic Integrity and Plagiarism, Students with Disabilities Statement, and Standards of Classroom Behavior among others can be found on the Brightspace Academic Policies tab for all course sites as well as on the University and NYUSPS websites. Every student is responsible for reading, understanding, and complying with all of these policies.”

The full list of policies can be found at the web links below:

University: http://www.nyu.edu/about/policies-guidelines-compliance.html

NYUSPS: https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1

# Center for Student Accessibility

If you are a student who is requesting accommodations, please contact New York University’s Moses Center for Students Accessibility (CSA) at 212-998-4980 or mosescsa@nyu.edu. You must be registered with CSA to receive accommodations. Information about the Moses Center can be found at www.nyu.edu/csa. The Moses Center is located at 726 Broadway on the 3rd floor.

# Health and Wellness

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.

# Academic Integrity and Plagiarism Policy

All students are expected to be honest and ethical in all academic work. This trust is shared among all members of the University community and is a core principle of American higher education. Any breaches of this trust will be taken seriously. A hallmark of the educated student and good scholarship is the ability to acknowledge information derived from others. Students are expected to be scrupulous in crediting those sources that have contributed to the development of their ideas.

Plagiarism involves borrowing or using information from other sources without proper and full credit. Students are expected to demonstrate how what they 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.

Students are subject to disciplinary actions for the following offenses which include but are not limited to:

* Cheating
* Plagiarism
* Forgery or unauthorized use of documents
* False form of identification

Use the link below to read more about Academic Integrity Policies at the NYU School of Professional Studies. [Academic Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1)

**TurnItIn:**

TurnItIn is a plagiarism detection software used to verify academic originality. It is available only to degree courses and students.

Some assignments in this course may be checked for plagiarism using TurnItIn.

# NYU School of Professional Studies Graduate Grading Scale

Grading for graduate programs is by letter grade: A, A-, B+, B, B-, C+, C, C-, and F. For NYUSPS’s complete graduate grading policies, including criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course, see: <https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1>

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Letter** | **%** | **GPA** | **Descriptions** | **Definitions** |
| A | 95-100 | 4.0 | Exceptional | Demonstrates exceptional mastery of all learning outcomes of the course and thorough and complete understanding of all concepts. |
| A- | 90-94 | 3.7 | Excellent | Demonstrates highly competent mastery of all learning outcomes of the course and strong understanding of all concepts. |
| B+ | 87-89 | 3.3 | Very Good; exceeds course standards | Demonstrates mastery of all learning outcomes of the course and understanding of core concepts. |
| B | 83-86 | 3.0 | Good; meets course standards | Demonstrates mastery of some learning outcomes; understanding of some core concepts could be improved. |
| B- | 80-82 | 2.7 | 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 | 2.3 | Less than Satisfactory; requires significant improvement | Demonstrates partial understanding of all learning outcomes and core concepts; requires significant improvement. |
| C | 73-76 | 2.0 | Unsatisfactory; requires substantial improvement | Demonstrates partial understanding of some learning outcomes and core concepts; requires substantial improvement. |
| C- | 70-72 | 1.7 | Unsatisfactory; requires extensive improvement | Demonstrates poor understanding of all learning outcomes and core concepts; requires extensive improvement. |
| F | Below 70 | 0.0 | Fail | Demonstrates minimal to no understanding of all key learning outcomes and core concepts; work is unworthy of course credit towards the degree. |

**Course Outline**

**Start/End Dates:** 09/02/2021 - 12/09/2021 / Thursdays

**Time:** 06:20pm -- 08:55pm EDT/EST

**No Class Date(s):** Thursday, November 25, 2021

Session 1

* 9/2 Thu
* 6:20-8:55pm

Topic:

* **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

Assignments Due:

* Assignment 1A.

Readings Due:

* Sekeran chap 1 (text book)
* APA chap 1&2 (text book)

Session 2

* 9/6 Thu
* 6:20-8:55pm

Topic:

* **Module 2** - The Research Process
* Review Sekeran & APA readings via slides, lecture notes, and websites
* Review Assignment 1 in class (aloud and in small groups)
* 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 NYU Brightspace LMS . Follow APA 6 for all formatting. Attempt to write in the third person (try to avoid use of I, me, my, mine, or we).

Assignments Due:

* Assignment 1B
* Start to work on Assignment 5 UCAIHS CITI Exam

Readings Due:

* Sekeran chap 2
* APA chap 3

Session 3

* 9/16 Thu
* 6:20-8:55pm

Topic:

* **Module 3**: The Introduction
* Review Assignment 1 in class
* Plagiarism
* Citations, Referencing and Bibliographies
* Clarify problem statement and research questions
* Discuss Assignment 3

Assignments Due:

* Assignment 2

Readings Due:

* Sekeran chap 3
* APA chap 4

Session 4

* 9/23Thu
* 6:20-8:55pm

Topic:

* **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 NYU Brightspace LMS . Bring 2 printed (and stapled) copies of your proposal to class. Have access to your 15 articles in class for discussion.

Assignments Due:

* None

Readings Due:

* Sekeran chap 4
* APA chap 4

Session 5

* 9/30 Thu
* 6:20-8:55pm

Topic:

* **Module 5** – Reframing the Question
* The purpose statement
* Discuss the literature review
* Literature review exercise
* Discuss Assignment 4

Assignments Due:

* Assignment 3:

Readings Due:

* Sekeran chap 5
* APA chap 7

Session 6

* 10/7 Thu
* 6:20-8:55pm

Topic:

* **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 NYU Brightspace LMS . Bring 2 printed (and stapled) 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.

Assignments Due:

* None

Readings Due:

* Sekeran Chap 4
* APA chap 8

Session 7 and Session 8

* 10/14 Thu and 10/21 Thu
* 6:20-8:55pm

Topic:

* **Module 7** – Evidenced Based Practice
* Review Assignment 5 in class
* Discuss Assignment 6 : Draft your literature review (Section 2 should be 6-8 pages). Include at least 15 peer-reviewed references. Submit via NYU Brightspace LMS . Bring 2 printed (and stapled) copies of your proposal to class. This should include sections 1, 2, and References. Have PDF files for your 15 peer-reviewed articles available to show and discuss in class.

Assignments Due:

* Assignment 5 UCAIHS CITI Exam Passing by 3/25 Post your passing reports to NYU Brightspace LMS 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 9

* 10/28 Thu
* 6:20-8:55pm

Topic:

* **Module 8** - Methodology I
* Review all elements of proposal to ensure flow into Literature Review
* Quantitative methods
* Qualitative methods
* Mixed methods
* Data Collection

Assignments Due:

* Assignment 6

Readings Due:

* Sekeran chap 10

Session 10 and Session 11

* 11/4 Thu and 11/11 Thu
* 6:20-8:55pm

Topic:

* **Module 9** – Methodology
* Methodology to analyze data
* Discuss Assignment 8

Readings Due:

* Sekeran chap 11,12,14,16

Assignments Due:

* Assignment 7 Draft Hypothesis

Session 12

* 11/18 Thu
* 6:20-8:55pm

Topic:

* **Session 10** - Finalizing the Proposal
* Review Assignment 8 in class
* Ethical considerations

Readings Due:

* Sekeran chap 17

Assignments Due:

* Assignment 8 Complete your Draft Data and Analysis Plan. Submit to NYU Brightspace LMS .

Session 13

* 12/2 Thu
* 6:20-8:55pm

Topic:

* **Session 11** - Coaching Session

Assignments Due:

* Assignment 9 Draft Proposal. Revise combined proposal for all elements above.

Session 14

* 12/9 Thu
* 6:20-8:55pm

Topic:

* **Session 12** – Final Exam
* Final Project: Submission of Proposal

Assignments Due:

* Assignment 10: Final Proposal. Submit via NYU Brightspace LMS .
* Assignment 11: Video Presentation due. Submit via NYU Brightspace LMS .

***(See next page for Class Schedule)***

**Class Schedule**

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