

Research Process & Methodology

# General Course Information:

Faculty Name/Title: Dr. Andres Fortino, Adjunct Assistant Professor

Faculty NYU email address: agf249@nyu.edu

(Email is the formal method for NYU communication)

Phone:845-242-7614

Course title/number: Research Process & Methodology (MASY1-GC 1260-200)

Credits: 3 credits

Semester/Year: Summer, 2020

Course dates: 6/26/20 to 7/2/20

Course schedule: Tuesdays and Thursdays, 6:20 PM – 9:20 PM EST

Class location: Remote synchronous

Mode of Delivery: Remote synchronous, 12 sessions

Office hours: Office hours will be by appointment before class meetings or as needed after class meetings.

# 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:

# Students must have completed at least 24 credits in the MASY program 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 a remote online course. You are expected to attend the weekly remote online 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 Classes each course meeting day by the start of class.

# Course Learning Outcomes:

At the conclusion of this course, students will be able to:

1. Develop professional research skills such as identification of a topic, evaluation and proper use of information sources, and selection of appropriate research methodologies.
2. Apply a range of qualitative and quantitative research practices
3. Formulate a hypothesis or a set of research questions that address a business problem
4. Prepare a proposal incorporating appropriate research methods for the Capstone project.
5. 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 Classes daily for announcements concerning assignments, class changes or cancellations, and other important information. Credit students must use their NYU email to communicate. Non-degree students do not have NYU email addresses. NYU Classes 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.

# 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 Final Points 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.

**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.

**Classroom Etiquette:**

As graduate students, you are expected to conduct yourselves in a professional manner and engage and collaborate with your classmates in the Zoom meeting room. Here are our guiding principles:

* Dress as if you are in the Classroom.
* Keep your microphone muted unless asking a question or engaging in discussion.
* Check your video and audio when entering your class session.
* Think background, minimize distractions around you.
* Look into the camera instead of looking at the screen.
* Type quietly, mute if necessary.
* Don’t eat during a Zoom class session and refrain from engaging in any activity such as smoking, consuming alcohol, etc. that you would not engage in if the class was in person.

**Assignments:** To be considered as turned in, on time assignments should be posted electronically to appropriate assignment link in NYU Classes 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.

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>

**Technology Policy:**

All class sessions require use of Zoom.

**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 Classes. 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 points removed 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:

6/22 Assignment 1A: Research Problem and Grand Challenge 10 points

6/28 Assignment 1B: Identify and propose a topic for further research 40 points

6/2 Assignment 2: Revise proposal topic based on class discussion 50 points

6/9 Assignment 3: Identify 15 research references for your proposal 100 points

6/11 Assignment 4: Draft Introduction 100 points

6/16 Assignment 5: UCAIHS CITI Training Passing Exam Proof

(REQUIRED TO PASS COURSE) 50 points

6/18 Assignment 6: Draft literature review 100 points

6/23 Assignment 7: Draft Hypothesis 50 points

6/25 Assignment 8: Draft Data and Analysis Plan 150 points

6/30 Assignment 9: Draft Proposal 100 points

7/2 Assignment 10: Final Proposal 100 points

7/2 Assignment 11: Final Proposal via Video 50 points

ASSIGNMENTS TOTAL 900 points

**Weekly Review Quizzes and RAIKS** (50 points)**:**

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, on per week). They are 10 questions surveys of what and how you learned that week. They are to be taken 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.**  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 50 points assigned to these exercises (5% of the final grade) 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 this grade but only the fact that they are completed.

**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 (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).

**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 NYU Classes 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>

# Plagiarism, Grammar and Spell Checking:

Students are expected to sign up for professional version of Grammarly, the grammar checking software (do not use the web version but purchase at least a 3-month subscription). All assignments will be checked for proper grammar, spelling and plagiarism with Grammarly. Any assignment with a Grammarly score of less than 85 will received a reduction of the assignment grade but as much as 15%. Any assignment with a plagiarism score of more than 15% will receive a 50% penalty.

# 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: [http://scps.nyu.edu/academics/academic-policies-and-procedures/graduate-academic-policies-and-procedures.htmlGrades](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:

Session 1

* 5/26 Tue
* 6:20-9:20pm EST
* Remote online via Zoom

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

* 5/29 Thu
* 6:20-9:20pm EST
* Remote online via Zoom

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 Classes. 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 Passing by 6/16.

Readings Due:

* Sekeran chap 2
* APA chap 3

Session 3

* 6/2 Tue
* 6:20-9:20pm EST
* Remote online via Zoom

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

* 6/4 Thu
* 6:20-9:20pm EST
* Remote online via Zoom

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 Classes. 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

* 6/9 Tue
* 6:20-9:20pm EST
* Remote online via Zoom

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

* 6/1 Thu
* 6:20-9:20pm EST
* Remote online via Zoom

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 Classes. 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

* 6/16 Tue
* 6:20-9:20pm EST
* Remote online via Zoom

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 Classes. 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 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

* 6/18 Thu
* 6:20-9:20pm EST
* Remote online via Zoom

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 9

* 6/23 Tue
* 6:20-9:20pm EST
* Remote online via Zoom

Topic:

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

Readings Due:

* Sekeran chap 11,12,14,16

Assignments Due:

* Assignment 7 Draft Hypothesis

Session 10

* 6/25 Thu
* 6:20-9:20pm EST
* Remote online via Zoom

Topic:

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

Readings Due:

* Sekeran chap 11,12,14,16

Assignments Due:

* Assignment 7 Draft Hypothesis

Session 11

* 6/22
* 6:20-9:20pm EST
* Remote online via Zoom

Topic:

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

Readings Due:

* Sekeran chap 17

Assignments Due:

* Assignment 9 Complete your Final Proposal Draft . Submit to NYU Classes.

Session 12

* 7/2
* 6:20-9:20pm EST
* Remote online via Zoom

Topic:

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

Assignments Due:

* Assignment 10: Final Proposal. Submit via NYU Classes
* Assignment 11: Final Proposal Presentation via Video

**Class Schedule**

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**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.**