**Research Process & Methodology**

MASY1-GC 1260- 104| Fall 2022 | 9/01/2022 - 12/08/2022 | Thursdays | 3 Credits

Modality: In-Person

Course Site URL: https://brightspace.nyu.edu/d2l/home/196032

# General Course Information

**Name/Title:** Dr. Andres Fortino, Clinical Associate Professor, He/Him/His

**NYU Email:** agf249@nyu.edu

**Class Meeting Schedule:** 9/01/2022 - 12/08/2022 | Thursdays / 2:00 pm - 4:35 pm ET

**Class Location:** MDIC Room 1023

**Office Hours:** Thursday, 5:00-6:00 PM, by appointment only. If you would like to schedule a meeting, please send an email to the instructor at least two days prior to the date you would like to meet.

# 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

12**1**0 – 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

Sample Text

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. I will respond within 24 hours.

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. All email inquiries will be answered within 24 hours.

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>

# Structure | Method | Modality

This course is 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. 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.

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.

## Assignments and Deadlines

To be considered as turned in on time assignments should be posted electronically to the 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.

## 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.

**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)

## 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

Students are expected to attend all on-line class sessions. 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. Unexcused absences from sessions may have a negative impact on a student’s final grade. Students are responsible for assignments given during any absence.

If for some reason (excused absence) you will not be in class, you must notify the instructor prior to the scheduled session if you will not be attending and the reason.

Each unexcused absence or being late may result in a student’s grade being lowered by a fraction of a grade. A student who has three unexcused absences may earn a Fail grade.

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.

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.

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# Textbooks and Course Materials

Required Reading & Materials

American Psychological Association. (2020). Publication Manual of the American Psychological Association (7th Ed.). Washington, D.C.: Author. ISBN 978-1-4338-3216-1

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>

# Grading | Assessment

Final TAC 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: TAC Research Problem 1%

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

Assignment 2: Revise TAC 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 REQUIRED TO PASS COURSE) 5%

Assignment 6: Draft literature review 10%

Assignment 7: Draft TAC Hypothesis 5%

Assignment 8: Draft TAC Data and Analysis Plan 15%

Assignment 9: Draft TAC Proposal 10%

Assignment 10: Final TAC Proposal 10%

Assignment 11: Final TAC Proposal via Video 5%

ASSIGNMENTS TOTAL 90%

Weekly Review Quizzes (10%):

There are 10 RQs (Review Quizzes). To assist you to master the course materials we are providing 12 Review Quizzes (RQs, one per week). You are required to complete 12 out of the 12 RQs. The RQs are 5 questions surveys of what and how you learned eachweek. They are to be taken weekly the day after each session (they are open until midnight the following day). This is not an exercise to measure what you know but to assist you to 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 10% of the final grade. You are highly encouraged to take them. The quizzes are open online and only for a very short time (36 hrs.) and they are timed to maximize knowledge transfer. Be sure to take each quiz when it is available.

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 A Technology Application Concept Proposal.

*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**

**Course Outline**

**Start/End Dates:** 9/01/2022 - 12/08/2022 | Thursdays

**Time:** 2:00 pm - 4:35 pm ET

**No Class Date(s):** No class date: Thursday, 11/24/22, Thanksgiving Recess

**Special Notes:** Choose an item.

**Session 1 - 09/01/22**

**Topic Description:** Module 1: Introduction to Technology Application Concept (TAC) Research

Introduction, Review Syllabus, & Course Overview

**Assignments:**

Assignment 1A: TAC Research Draft

Read Sekeran 1 and APA chap 1,2

**Session 2 – 09/08/22**

**Topic description** – Module 2: The TAC Research Process

Why do we do TAC research?

**Assignments:**

Read Sekeran 2 and APA chap 2

**Session 3 – 09/15/22**

**Topic description** – Module 3: The TAC Proposal Introduction - Context and Prior Work

Why tackle this TAC project and what do you propose to prove?

**Assignments:**

Assignment 1B: Identify and propose a TAC

Read Sekeran 3 and APA chap 3

**Session 4 – 09/22/22**

**Topic description –** Module 4: Evidence and Literature Search

How to evaluate evidence and where to find it?

**Assignments:**

Assignment 2: Revise the TAC proposal

Read Sekeran 4 and APA chap 3

**Session 5 – 09/29/22**

**Topic description –** Module 5: Reframing the TAC Question

Distinguishing yourself by creative problem solving

**Assignments:**

Assignment 3: Identify 15 research references

Read Sekeran 5 and APA chap 6

**Session 6 – 10/06/22**

**Topic description –** Module 6: The Literature Review

Summarizing prior evidence as the basis for our TAC work

**Assignments:**

Read Sekeran 4 AND APA chap 7

**Session 7 – 10/13/22**

**Topic description –** Module 7A: TAC Evidence-Based Practice

The PICO methodology and writing TAC hypothesis

**Assignments:**

Assignment 4: Draft Introduction

Read Sekeran 6

**Session 8 – 10/20/22**

**Topic description –** Module 7B: TAC Evidence-Based Practice - Continued

The PICO methodology and writing TAC hypothesis

**Assignments:**

Assignment 5: UCAIHS CITI Training

Read Sekeran 10

**Session 9 – 10/27/22**

**Topic description –** Module 8: TAC Trial Methodology I

Data acquisition and plan of analysis

**Assignments:**

Assignment 6: Draft literature review

Read Sekeran 10

**Session 10 – 11/03/22**

**Topic description –** Module 9A: TAC Trial Methodology II

Quantitative, qualitative and mixed methods of analysis

**Assignments:**

Assignment 7: Draft TAC Hypothesis

Read Sekeran 11,12,14,16

**Session 11 – 11/10/22**

Topic Description - Module 9B: TAC Trail Methodology II - continued

Quantitative, qualitative and mixed methods of analysis

**Assignments**

Read Sekeran 11,12,14,16

**Session 12 – 11/17/22**

**Topic description –** Module 10: Finalizing the TAC Research Proposal

Review the elements of the final concept proposal

**Assignments:**

Assignment 8: Draft TAC Data and Analysis Plan

Read Sekeran 17

**Session 13 – 12/01/22**

**Topic description –** Module 11: Coaching Session

Assignment 9: Draft TAC Proposal

**Assignments:**

One-on-one coaching sessions

**Session 14 – 12/08/22**

**Topic description –** Module 12: Proposal Presentation

FINAL PROPOSAL DELIVERABLE DUE

**Assignments:**

Assignment 10: Final TAC Proposal

**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.