

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, 2019

Course dates: 9/3/19 to 12/10/19

Course schedule: Tu 6:20 PM – 8:55 PM

Class location: In-Person, MIDC Room 1015

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:

# Students must have completed at least 12 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 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 Classes each course meeting day by the start of class.

# Course Learning Outcomes:

By the end 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:

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.

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.

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>

# 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:

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:

9/3 Assignment 1A: Research Problem and Grand Challenge 10 points

9/17 Assignment 1B: Identify and propose a topic for further research 40 points

9/24 Assignment 2: Revise proposal topic based on class discussion 100 points

10/8 Assignment 3: Identify 15 research references for your proposal 50 points

10/15 Assignment 4: Draft Introduction 100 points

10/22 Assignment 5: UCAIHS CITI Training Passing Exam Proof

(REQUIRED TO PASS COURSE) 50 points

11/5 Assignment 6: Draft literature review 100 points

11/12 Assignment 7: Draft Hypothesis 50 points

11/26 Assignment 8: Draft Data and Analysis Plan 150 points

12/3 Assignment 9: Draft Proposal 100 points

12/10 Assignment 10: Final Proposal 150 points

ASSIGNMENTS TOTAL 900 points

**Final** Exam – There will be a short 1 hour in-class final. (50 points) during the final class session. A practice final exam will be made available.

**Review Quizzes and RAIKS:**

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.** They are not required but you are highly encouraged to take them. The quizzes are open online for a very short time 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 they 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% (11 out of the 12 assessments) of them. The grades on these exercises will not be used to compute this grade but only that they be 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 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 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: http://sps.nyu.edu/academics/academic-policies-and-procedures.html

# TurnItIn:

TurnItIn is a plagiarism detection software used to verify academic originality. It is available only to degree courses and students. All required assignments in this course will 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: [http://scps.nyu.edu/academics/academic-policies-and-procedures/graduate-academic-policies-and-procedures.htmlGrades](http://scps.nyu.edu/academics/academic-policies-and-procedures/graduate-academic-policies-and-procedures.html#Grades)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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:

Prior to each session, please have all readings listed in the course outline for that particular date completed in its entirety. You will be graded on active participation and evidence of completing all the readings.

Session 1

* 9/3 Tue
* 6:20-8:55pm
* Midtown Center

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
* Introduction to Citation Management Tools: Papers3 / Zotero / ReadCube / Mendeley / EndNote / RefWorks (Proof of use due by Literature Review, Assignment 5)
* Discuss Assignment 1

Assignments Due:

* Assignment 1A.
* Prepare to discuss the document: Thesis Requirements for RPM and RPT Courses (rev. March, 2014) – Found in the Resources tab on NYU Classes.

Readings Due:

* Sekeran chap 1 (text book)
* APA chap 1&2 (text book)
* Lecture Notes - The Selection of a Research Approach.docx (in Session 1- Selection of a Research Design folder)
* Slides - Chapter One - The Selection of a Research Approach.ppt (in Session 1- Selection of a Research Design folder)
* Parts of a Research Design.pptx (in Session 1- Selection of a Research Design folder)
* Thesis Requirements for RPM and RPT Courses (rev. March, 2014) (in Resources folder)
* [Purdue OWL APA Formatting and Style Guide](https://owl.english.purdue.edu/owl/resource/560/01/) (Review this)
* [NYU Citation Style Guide: APA](http://guides.nyu.edu/apa) (Review this)

Session 2

* 9/10 Tue
* 6:20-8:55pm
* Midtown Center

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 library database 1: ProQuest
* Discuss library database 2: EBSCOhost
* Introduction to the *Method of Inquiry Table* (found in the Resources folder).
* Introduction to the *Literature Review Table* (found in the Resources folder).
* Discuss Assignment 2)

Assignments Due:

* Start to work on Assignment 5 UCAIHS CITI Exam Passing by 2/20.

Readings Due:

* Sekeran chap 1
* APA chap 3
* Lecture Notes -Review of the Literature.docx (in Session 2 - The Research Process folder)
* Slides - Chapter 2 - Review of the Literature.ppt (in Session 2 - The Research Process folder)
* Miller 2002 Formulating a Research Problem (in Session 2 - The Research Process folder)
* Layder 2013 Developing Questions from Research Problems (in Session 2 - The Research Process folder)

Session 3

* 9/17 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 3**: The Introduction
* Review Assignment 1 in class
* Plagiarism
* Discuss library database 3: Sage
* Discuss library database 4: Taylor and Francis
* Discuss interlibrary loan ILL
* Introduction to the *Qualitative Research Evaluation Tool for Articles in the Social Sciences* and the *Quantitative Research Evaluation Tool for Articles in the Social Sciences* (both found in the Resources folder).f
* Research Evaluation Tool Exercise1: Review a single, provided article together and identify 15 elements from the checklists.
* Citations, Referencing and Bibliographies
* Clarify problem statement and research questions
* Discuss Assignment 3

Assignments Due:

* Assignment 1B: 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).

Readings Due:

* Sekeran chap 3
* APA chap 4
* Lecture Notes - The Introduction.docx
* Slides - Chapter 5 - The Introduction.ppt
* Slides: Choose a Topic and Narrow It
* [Organizing Your Social Sciences Research Paper: The Research Problem/Question](http://libguides.usc.edu/writingguide/introduction/researchproblem) (LibGuide)
* [Identifying a Research Problem](https://www.youtube.com/watch?v=GhXQNxL4VCQ) (Creswell video)

Session 4

* 9/24 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 4**: Evidence and Literature Search
* Review Assignment 3 in class
* Research Elevator Speech Exercise (5-sentence proposal summary)
* Discuss library database 5: Emerald
* Research Evaluation Tool Exercise2: Review a single, provided article in teams and identify 15 elements of the checklists.
* Research Design: An Overview
* The Introduction
* APA mechanics of style & crediting sources
* Discuss Assignments 4 & 5

Assignments Due:

* Assignment 2: Revise proposed topic

Readings Due:

* Sekeran chap 4
* APA chap 5&6
* Slides - Chapter 4 - Writing Strategies and Ethical Considerations.ppt
* Lecture Notes - Writing Strategies and Ethical Considerations.docx
* [How to Find a Research Topic & Question](https://www.youtube.com/watch?v=26vpgBTnlA4) (Video)

Session 5

* 10/1 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 5** – Reframing the Question
* Discuss Assignment 4 in class
* Discuss library databases 6: Social Science Citation Index (Web of Science Core)
* Research Evaluation Tool Exercise 3: Review a single, provided article individually and identify 15 elements of the checklists.
* The purpose statement
* Discuss the literature review
* Literature review exercise
* Discuss Assignment 5

Assignments Due:

* 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.
* Update and bring the *Method of Inquiry Table*.
  + *While this assignment is primarily checking your usage of APA 6, it is also intended to have you take a deep-dive into the Literature. Also, keep in mind this will help you prepare for Assignment 5, where these 15 References should be in in-text citations*.

Readings Due:

* Sekeran chap 5
* APA chap 7
* Slides - Chapter 6 - The Purpose Statement.ppt
* Lecture Notes - The Purpose Statement.docx
* Problem Statements and Research Questions.pptx
* The Purpose Statement.pptx

Session 6

* 10/8 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 6** - The Literature Review
* Discuss 3 Capstone Options—Thesis, Applied Project, Business Plan
* Use of theory
* Writing strategies and style
* Research questions and hypotheses
* Literature review strategy: Literature review ≠ article summary
* Literature review exercise
* Research Evaluation Tool Exercise4: Student volunteer to review one’s own article for the class and identify 15 elements of the checklists.

Assignments Due:

* 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.
* Update and bring in the *Method of Inquiry Table*.
* Follow the RPM > RPT document.

Readings Due:

* Creswell chap 4
* APA chap 8
* Slides - Chapter 7 - Research Questions and Hypotheses.ppt
* Lecture Notes - Research Questions and Hypotheses.docx

NO CLASS

* 10/15 Tue

Session 7 and Session 8

* 10/22 Tue and 10/29 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 7** – Evidenced Based Practice
* Review Assignment 5 in class
* Research Evaluation Tool Exercise 5: Another student volunteer to review one’s own article for the class and identify 15 elements of the checklists.
* Discuss Assignment 6 & 7

Assignments Due:

* Assignment 5 UCAIHS CITI Exam Passing by 2/8. EMAIL me your passing score report. (REQUIRED TO PASS COURSE).

These are the options to select to get you to the required 16 sections:

**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
* Review readings from Session 2 - Initial Literature & Identifying a Research Problem
* Creswell 2012 Educational Research: Chapter 3 – Reviewing the Literature (in Resources folder)

Session 9

* 10/5 Tue
* 6:20-8:55pm
* Midtown Center

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 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.
* Update and bring in the *Method of Inquiry Table*.

Readings Due:

* Sekeran chap 10
* Slides - Chapter 8 - Quantitative Methods.ppt
* Slides - Chapter 9 - Qualitative Methods.ppt
* Slides - Chapter 10 - Mixed Methods Procedures.ppt
* Lecture Notes - Quantitative Methods.docx
* Lecture Notes - Qualitative Methods.docx
* Lecture Notes - Mixed Methods Procedures.docx

Session 10 and Session 11

* 11/12 Tue and 11/19 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Module 9** – Methodology II
* Review Assignment 7 in class
* Methodology to analyze data
* Finish the Literature Review
* Discuss Assignment 7 & 8

Readings Due:

* Sekeran chap 11,12,14,16

Assignments Due:

* Assignment 7 Draft Hypothesis

Session 12

* 11/26 Mon
* 6:20-8:55pm
* Midtown Center

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 Classes. Bring 2 printed (and stapled) copies of your draft to class.
* Update and bring in the *Method of Inquiry Table* and the *Literature Review Table*

Session 13

* 12/3 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

* **Session 11** - Coaching Session

Assignments Due:

* Assignment 9 Draft Proposal. Revise combined proposal for all elements above. Bring to class 2 copies of draft stapled. Submit via NYU Classes. This should include all sections of your proposal.

Session 12

* 12/10 Tue
* 6:20-8:55pm
* Midtown Center

Topic:

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

Assignments Due:

* Assignment 10: Final Proposal. Submit via NYU Classes.

**Class Schedule**

