Fermanian School of Business

Point Loma Nazarene University

BUS 6025: Applied Research Methods

Number of Units: 3

Spring 2021

Meeting days: Monday	**Instructor:** Diane Law, MBA, MSA, ABD
Meeting times: 9:30 am – 12:15 pm	**Phone:** (408) 472-7085
Meeting location: MV 316	**E-mail :** dianelaw@pointloma.edu
Final Exam: April 26th	**Office location and hours:** Before and after class. Scheduled as needed with students.
Additional info: MBA Assistant Director: Carol Cho (619) 849-2772 ccho@pointloma.edu	

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment – Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides the skills and tools needed to understand, evaluate and design a research method to conduct studies/use data that will inform managerial decisions in the workplace. Students will learn the process of developing a research method designed to achieve

specific research objectives, and then create a method, using appropriate data collection and data analysis (quantitative, qualitative and mixed analysis). Topics include the use of secondary and primary research, Customer Relationship Management databases, Big Data, Social Media Listening and Analytics as these topics apply to the decision-making research process.

COURSE OBJECTIVES & LEARNING OUTCOMES

This course is designed to enable students to:

Learning Outcome	Assessment
1. Identify the processes and issues associated with research problem definition, research design, question, scale and survey design, sample design, data collection, data analysis, and writing and presenting research methodology.	PL01 & PL06
2. Determine an appropriate research methodology to achieve specific research objectives that includes quantitative and qualitative data collection/analysis techniques.	PL03
3. Analyze research projects to determine the appropriateness of methods.	PL02
4. Interpret the appropriate use of emerging business research methods.	PL03
5. Collaborate with a team to present current topics.	PL06 & PL07

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Anne E. Beall, 2010. Available in campus bookstore or at Amazon :

- *The Market Research Toolbox: A Concise Guide for Beginners,* 4th Edition. Edward F. McQuarrie, Sage Publications, 2016. ISBN: 978-1-4522-9158-1. Available at campus bookstore or at Amazon

- Recommended Resource: *The Survey Research Handbook,* 3rd Edition. Pamela L. Alreck and Robert B. Settle. McGraw-Hill/Irwin. ISBN: 0-07-294548-6. Available at Amazon

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.
https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition
A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Pre-requisite Leveling Module	50	A=93-100% A-=92-90%
Emerging Trends Assignment • Content • Team Presentation • Personal Presentation	 100 25 25	B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76%
Applied Research Methodology Project 1. Applied Research Methodology Overview 2. Secondary Research Summary 3. Methodology Overview 4. Instrumentation	 50 100 50	C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%

5. Written Research Project Report	50 150	
Quiz/Discussions/Class Activities	200	
Final Exam	200	
Total	**1,000**	

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

SPIRITUAL CARE

PLNU Mission Valley:

PLNU strives to be a place where you grow as whole persons. To this end we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley campus, we have an onsite chaplain who is available during class break times across the week. If students have questions, a desire to meet with the chaplain or have prayer requests you can send an email to gradchaplainmissionvalley@pointloma.edu. In addition, there are resources for your Christian faith journey available at http://www.pointloma.edu/experience/faith/graduate-student-spiritual-life

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic <u>dis</u>honesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster). Also, in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements] in the (undergrad/ graduate as appropriate) academic catalog.

COPYRIGHT POLICY

COURSE SCHEDULE AND ASSIGNMENTS

	Topics	Reading	Weekly Activities/Assignments	Emerging Trends
1/11	Introduction to the course	SMR-Chapter 1	Establishing an understanding of the Applied Research Project	
1/18	No Class			
1/25	Planning the Research Project	SMR: Chapters 2 - 4 MRT: Chapters 1 & 2		
2/1	Beyond the Data/Business Insights	SMR: Chapters 5 & 7	Research Study Topic: situation background. Define the research problem. Define the research objectives.	Neuroscience
2/8	Secondary Research	MRT: Chapter 3		Artificial Research
2/15	Secondary Research		Secondary Research Assignment	IoT/Sensors
2/22	Qualitative Research Methods	SMR: Chapter 8 MRT: Chapter 5 - 7		Focus Groups
3/1	Survey Research	MRT: Chapter 9 & 10	Methodology Assignment	Mobile Surveys
3/8	Co-Curricular Week			
3/15	Quantitative Analysis	SMR: Chapter 9 MRT: Chapter 14		Chat Bots

3/22	Quantitative Analysis		Instrumentation Assignment	Block Chain
3/29	Big Data, Data Mining and Analytics	MRT: Chapter 4	Data Analysis Quiz	Big Data
4/5	Marketing Analytics	Introduction to Marketing Analytics	In-Class Analytics Exercises	Dashboards
4/12	Market Research Limits and Pitfalls	SMR: Chapters 10 & 11 MRT: Chapters 15 & 16	Final Research Methodology Paper.	
4/19	Market Research In-Class Case			
4/26	Final Exam			

ASSIGNMENTS

Course Assignments (Grading Rubrics are detailed on Canvas)

1. **Foundations of Quantitative Research Techniques and Statistics Leveling Exam**

   You are required to take the Foundations of Quantitative Research Techniques and Statistics course pre-requisite leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

An MBA program staff member has sent registration and completion instructions to your PLNU e-mail. If you have not received these instructions, please notify the professor immediately to avoid late completion penalties.

To successfully complete the module, you must earn a minimum score of 80% on the module post-test. You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%) after two attempts, you will be required to purchase a new module for $35.00 and continue attempts until a passing score is achieved.

This module is worth 5% of your total course grade. Extra credit is available if you complete the module early. Similarly, earned credit will be reduced according to the timeline given in the table below:

Completion Time	% Grade Earned	Incentive
1 week before first class meeting (Jan 4th)	7%	Early Reward

1st class meeting (Jan 11th)	6%	Early Reward
2nd class meeting (Jan 18th)	5%	Full Credit
3rd class meeting (Jan 25th)	3%	Late Penalty

The percentage earned on the leveling module post-test will be translated into points in conjunction with the extra credit and late penalty percentages as specified in the table below:

POINTS TABLE

Based off 5% of course being equivalent to 50 points – adjust as needed based on actual points, etc.

* It is up to the faculty member as to how many points equates to 5% of the total course grade; however, this must represent 5% of the total grade.

Post-test Percentage	Points Earned if completed by January 6	Points Earned if completed by January 13	Points Earned if completed by January 24	Points Earned if completed by January 27
95.00-100	70	60	50	30
90.00-94.99	63	54	45	27
85.00-89.99	56	48	40	24
80.00-84.99	49	42	35	21
<80.00	0	0	0	0

2. **Applied Research Methodology Assignment**

   The student will develop a comprehensive research methodology designed to achieve specific work-place outcomes. **The actual research will not be conducted**. A written comprehensive research method will be submitted.

   The following items must be included in the proposal.

   1. Title Page
   2. Table of Contents
   3. Background leading to the need for research
   4. Research objectives
   5. Secondary research review
   6. Explanation of the various forms of data collection (quantitative, qualitative, big data, etc.)

7. Step-by-step summary of data collection process
    i. Population determination
    ii. Sample Frame
    iii. Sampling
    iv. Survey/Interview/Focus group/Observation design
    v. Instrumentation development
    vi. Cover letter/email and support material development
    vii. Data analysis and statistical selection/interpretation
    viii. Demonstration of how the method will answer the research questions
    ix. Articulation of the justification for the study and the potential ROI linked back to the research objectives.

3. **Emerging Trends in Business Research Presentation**

   Teams of students will develop a lesson plan based on a current topic in market research. For each of the following topics, define the application to business research and build your presentation to draw a conclusion relative to the prompt associated with each topic.

   Emerging Trends Topics:

   - **Dashboards**
   - **IoT/Sensors**
   - **Big Data**
   - **Chatbots**
   - **Neuroscience**
   - **Artificial Intelligence**
   - **Block Chain**
   - **Mobile Surveys**
   - **Focus Groups**

   For this assignment, **become the expert on the selected topic**. Develop a presentation on your topic. Make sure the following aspects are included in your presentation:

   1. Define the topic and relate it to the overall course content.
   2. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing an exemplary work in this area? Are there any outstanding resources to share?
   3. Define the application of this trend to market research. How does it affect and benefit market research?
   4. Detail any possible ethical issues.
   5. Include a short video on the topic.
   6. Build the case and draw a conclusion relative to the use of the topic in market research.
   7. The presentation should take students approximately 15 minutes to present in class plus time for discussion. We will limit time to 30 minutes.

8. You must include two discussion questions for class discussion.
9. The content of the presentation will be assessed. Additionally, the team presentation and then each individual performance in the presentation will be graded.
10. Post the presentation to Canvas.
11. Paper must be double-spaced and follow APA Guidelines

4. Market Research in Business

Often businesses dismiss the importance of marketing research. However, the decision to do research can be the difference between success and failure.

Each week find a recent news story or article (within the past 120 days) where an organization made an important business decision (i.e. implemented a new marketing campaign, initiated a merger, spun-off a subsidiary, developed a new product, entered a new market, etc.). Write a short overview of the article and how the use of research would support the decision. *Note:* You may not know whether the company performed research. The goal of this assignment is for you to understand how research would support this decision. Be sure to include a link to the article.

5. Final Exam

There will be an open note exam to allow you to demonstrate understanding of course material. The exam will be essay/case analysis in nature.

6. Class Activities

Class attendance will be important because we will engage in many in-class experiences. Class will be designed to experience research issues, evaluate studies, and design appropriate methodologies/analysis. These activities cannot be made-up unless there is permission to miss the class that is granted prior to the class session or considered an emergency.