

Instructor: Dr. Reginald Silver
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Course Website: Canvas (www.canvas.uncc.edu)

Section Information:

Section	Days	Location	Time(s)
Section U01	15 Jul 12 Aug 9 Sep 14 Oct 11 Nov	801 Center City	08:00 – 17:00

Course Description and Objectives:

Overview of quasi-experimental design, qualitative techniques, basic statistics, and methodological skills necessary to carry out applied research in the fields of management, marketing, operations management, and information systems.

Course Objectives:

Upon completion of the course, students are expected to be able to:

1. Evaluate scholarly research and identify the methodology used to conduct that research.
2. Demonstrate proficiency in conducting descriptive statistical analyses and modeling.
3. Synthesize big data into strategic and operational business decisions.
4. Create meaningful data visualizations.
5. Demonstrate proficiency with qualitative analytical techniques.

Instructional Method:

The course will be delivered in a seminar style setting that includes open discussion, lectures, in-class projects and presentations.

Credit Hours:

This is a 3-credit hour course.

Required Materials:

Required course materials will be provided by the instructor on or before the first residency of the program.

Textbook:

Vanderstroep, S. W. (2009). Research Methods for Everyday Life: Blending Qualitative and Quantitative Approaches.

ISBN-13: 978-0-470-34353-1-13

Case Studies:

Case studies will be provided by the instructor via Canvas and/or in lectures during the residencies.

Software:

Students will be provided with access to SPSS. Students are required to bring their own laptops to lectures for in-class instruction on how to access SPSS and to use the program to complete coursework. Details about SPSS access will be provided on the first day of class with supplemental instructions provided on Canvas.

Grading:

Course Component	Weight
Class Participation and Discussions	15%
Mid-term Project	20%
Group Project	30%
Exams (x's 2)	35%
	100%

Class Participation and Discussions

Students are expected to actively participate in class discussions. Class discussions are comprised of in-class discussions during lectures and may also include online discussion threads in Canvas. The class participation and discussion will include the assignment and open discussion of business cases or current issues arising in the business sector.

Mid-term Project

Each student will complete an individual project that will demonstrate proficiency in identifying a complex problem and developing appropriate research questions. This problem identification will require students to carefully craft problem statements, metrics, and a data visualization. The objective of this assignment is to have students focus on a real-world problem that they either

addressed previously in their professions or a relevant issue that has significance in their current position. Students will develop a presentation to present to the class during the mid-term residency.

Group Project

A group project will be assigned in which students will be expected to identify, assess, and make recommendations to solve a current business problem. Specific details about the group project will be provided on Canvas. The group project will culminate in an in-class presentation during the final residency of the semester. Students are expected to demonstrate proficiency in analytical techniques such as data gathering, data cleansing, statistics, and multivariate analysis. Groups may opt to conduct a quantitative analysis, a qualitative analysis, or a mixed method analysis.

Exams

There will be two exams in the course. The exams will be conducted onsite during the third and fifth residencies. The exams are designed to test individual proficiency with the analytical techniques in the course. Exams will require students to identify appropriate analytical techniques to use when presented with a number of hypothetical scenarios. Students will be responsible for interpreting results from hypothetical or historical analyses.

Tentative Course Schedule:

Date	Topics Covered
15 Jul	Types of Research Measurement and Variation Data Collection Descriptive Statistics Introduction to SPSS
12 Aug	Causation and Prediction Quantitative Experimental Design Advanced Quantitative Experimental Design
9 Sep	Mid-Term Exam Mid-Term Project Presentations
14 Oct	Qualitative Research Methods and Tools Applied Research Methods Presenting Research Findings
11 Nov	Final Exam Group Project Presentations Dissertation Methods Workshop

Note: The course schedule, including topics covered, is subject to change at the discretion of the instructor.

Classroom Policies:***Due Dates***

Written homework must be handed in within 5 minutes of the scheduled start time for the class period on which it is due. Late homework will not be accepted. Not turning in a homework assignment on time will result in a zero for that assignment. In the event that a student is unable to attend class when an assignment is due, the student is responsible for making arrangement to turn the assignment in early.

Grade Appeals

If a student believes that the grade that they received on an assignment or an exam was in error or unfair, the student can appeal to the professor in writing within 7 calendar days after the grades are posted. The appeal should clearly state the reasons why the grade is believed to be unfair or the nature of the error. Overdue appeals will not be considered.

Class Behavior

Disruptive behavior distracts from the learning experience of others. Such behavior includes, but is not limited to, arriving late, leaving early, having side conversations, making unnecessary comments that add no value to the class, surfing the net, and any activities that negatively impact the ability of other students to learn and/or listen in class.

Rude and inappropriate behavior will not be tolerated. Points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking e-mail, surfing the Web, texting, or engaging in activities not related to the class. Attempts to engage in such behavior will be reflected in lower grades and may lead to removal from the course.

Use of Electronic Devices in Class

Use of computing, communication, or other devices during the class time for purposes other than those required for the class is prohibited and may result in being asked to leave the classroom for the remainder of the class period. This includes the use of laptops, lab computers, phones or other devices for Internet browsing, game playing, reading news, emailing, texting, chatting, IM, Facebook, or other activities not required for the class. Cellular phones and other communication devices must be silenced and stored away during class.

Use of Tobacco and e-Vapor Products in Class

The use of tobacco and e-Vapor products in class is prohibited. If a student uses any form of tobacco or e-Vapor product during class, the student may be asked to leave the class.

University Policies:*Academic Integrity*

As a program that helps to create business and government leaders, the College of Business has an obligation to ensure academic integrity is of the highest standards. Standards of academic integrity will be enforced in this course.

University regulations will be strictly enforced in all cases of **academic irregularities, cheating or plagiarism** or any variations thereof. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work.

All UNCC students have the responsibility to be familiar with and to observe the requirements of The **UNCC Code of Student Academic Integrity** (see the Catalog and also <http://integrity.uncc.edu/>). This code forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism of written materials and software projects, abuse of academic materials (such as Library books on reserve), and **complicity in academic dishonesty** (helping others to violate the code). Additional examples of violation of the Code include:

- Representing the work of others as your own.
- Using or obtaining unauthorized assistance in any academic work.
- Giving unauthorized assistance to other students.
- Modifying, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
- Misrepresenting the content of submitted work.

For this course, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned homework and laboratory exercises. Students may not "work together" on graded assignments. Such collaboration constitutes cheating, unless it is a group assignment. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor or the TA, not other classmates.

Any further specific requirements or permission regarding academic integrity in this course will be stated by the instructor, and are also binding on the students in this course.

Students who violate the code can be punished to the extent of being **permanently expelled** from UNCC and having this fact recorded on their official transcripts. The normal penalty is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F." If you are unclear about whether a particular situation may constitute an honor code violation, you should meet with the instructor to discuss the situation.

If you do not have a copy of the code, you can obtain one from the Dean of Students Office.

Students are expected to **report cases of academic dishonesty** they become aware of to the course instructor who is responsible for dealing with them.

Feel free to discuss the definition of cheating and/or plagiarism with me if you are unclear on these terms or have questions about the acceptability of a particular type of action.

Use of Computing Resources Policy

For the purposes of the course you will be given access to a variety of computing resources. These resources are to be used only for the purposes of this course. Intentional or grossly negligent disruptive and/or illegal use of the resources will result at a minimum in a loss of access privileges and a failing grade for the course. Further action will be taken as necessary. All [University Policies on the use of Computing Resources](#) apply.

Accommodations or Disabilities

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Incomplete Grades

Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the Student Handbook. In any case, for a student to receive an incomplete, he or she must be passing the course and must have completed a significant portion of the course.

Course Changes

The instructor reserves the right to make any necessary changes to the course content, schedule, and policies. Changes will be announced in class and will also be posted online and communicated via email.

Religious Accommodations

The instructor will observe University Policy 409 (<https://legal.uncc.edu/policies/up-409>) on matters of religious accommodation. Please note that the procedure prescribed by this policy requires a notice to the instructor prior to the census date of the semester (typically the tenth day of instruction).