

**University of North Carolina Charlotte  
Advanced Business Research 1  
Semester 2**

**Professor:** 5 Instructors – Lead Instructor Prof. Dr. Franz Kellermanns

**Course:** Advanced Business Research 1

**Room:** *Center City*

**Meeting Time:** 8:00 to 5:00.

**Contact Information:**

**Fax** (dept): 704-687-1380

**Phone** (dept area coordinator): 704-687-7684

**Instructor Email Addresses**

**Janaki Gooty:** [jgooty@uncc.edu](mailto:jgooty@uncc.edu)

**Chandra Subramaniam:** [csubrama@uncc.edu](mailto:csubrama@uncc.edu)

**George Banks:** [gbanks3@uncc.edu](mailto:gbanks3@uncc.edu)

**Denis Arnold:** [DenisArnold@uncc.edu](mailto:DenisArnold@uncc.edu)

**Franz Kellermanns:** [kellermanns@uncc.edu](mailto:kellermanns@uncc.edu)

---

**Focus of the Course:** Review of macro- and meso-theories and research developed in the fields of strategic management, strategic marketing and strategic information systems. Macro- and Meso-level theoretical foundation for research in the field of management, marketing, operations management and information systems.

**Objectives**

*Knowledge-oriented goals*

1. To review and synthesize fundamental meso-related themes in strategic management
2. To review and synthesize fundamental meso-related themes in marketing
3. To review and synthesize fundamental meso-related themes in information systems
4. To develop an appreciation of data analysis
5. To explore the latest ideas for doing empirical research

*Skills-oriented goals:*

To increase theory-building skills, in particular to enhance the following abilities:

1. to articulate theoretically interesting, well-focused topics
2. to develop logical argumentation in support of a model
3. to define internally consistent theoretical constructs and identify non-trivial relationships among them
4. to identify critical assumptions and boundary conditions for a theory
5. to write compelling research questions or propositions

*Expectations*

1. To
  - understand the core research questions and methods embodied in a particular stream of literature,

- evaluate the theoretical significance and methodological rigor of the material,
  - frame relevant questions and critique
  - identify logical next steps in the research stream.
2. To write the front end of an empirical or theoretical paper that makes a contribution within the domain of the topic area.
  3. To integrate research.

## **Course Design**

### *Meetings discussions*

We will meet once a month for 5 months. Each class day(half/day) is led by a faculty member in either marketing, information systems or management. Each meeting will follow the outlined procedure:

- Check in
- For most classes doctoral students are assigned to guide the discussion.
- Each student is expected to identify and discuss major themes and subtopics – What are the key contributions of each paper? What are the methodological issues in studying this topic?

### *Bibliography*

Core readings for each topic are identified. Please feel free to explore the topic further using the references in assigned papers. There was always much more literature than one can assign in a seminar.

**Credit Hours:** This is a 3 credit hour course.

## **Required Materials/ Readings**

There are no mandatory textbooks to purchase. Core readings for each topic are identified at the end of this syllabus for each session. They need to be read prior to attending class. They can be found online using the university library databases and/or will be posted to Canvas depending on the sources and instructor for that session. Please feel free to explore the topic further using the references in assigned papers. There is always much more literature than one can assign in a seminar.

### **Grading Scale:**

- 90-100%: A
- 80-89%: B
- 70-79%: C
- Below 70%: U

### **Grading**

Grades will be based on the following weights:

- 40% Class Participation/Discussion (Class discussion and group work in class)
- 60% Research Paper + Research Paper PowerPoint

## Description of Assignments and Grading

### *Class Participation/Discussion*

Class attendance at all five class sessions is mandatory. The learning from the group discussion of research articles cannot be replicated outside of that environment. Non-attendance will result into an automatic C for the course.

We will meet once a month for 5 months. Each class day is led by a faculty member in either marketing or management. Each meeting will follow the outlined procedure:

- Check in
- For most classes doctoral students are assigned to guide the discussion.
- Each student is expected to identify and discuss major themes and subtopics – What are the key contributions of each paper? What are the methodological issues in studying this topic?

Students' participation will be evaluated based on active class involvement. Students will take turns in leading seminar discussions. Disrespectful or disturbing behavior of students during class time will have a substantial negative impact on the class participation grade. Students are strongly encouraged to actively share their views in class discussions since the final participation grade is determined based on both attendance and class involvement.

### **Assignments:**

Develop a theoretical model and write up the front-end of the paper. The paper should include an introduction, a brief literature review, a figure of the model, and argued propositions that reflect the model. The paper can be on a similar topic than your literature review, but not on the same topic. Dr. Kellermanns will introduce this assignment in class in more detail.

## Course Information & Guidelines

1. **Attendance.** Attendance is mandatory. Missing a class is equivalent to missing 20% of the semester. Late arrival or early departure will count as an absence. An absence, unless due to medical conditions and approved by student services, will result in a **FAIL** of the class.
2. **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.
3. **Disability Accommodations.** Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations. If you have a disability that qualifies you for academic accommodations, please provide a letter of accommodation from the Office of Disability Services. For more information regarding accommodations, please contact the Office of Disability Services at 704.687.4355 or stop by their office in 230 Fretwell.
4. **Severe Weather.** In case classes are cancelled due to severe weather, the DBA program has designated make-up days for each semester.

5. **Classroom expectations.** This syllabus contains the policies and expectations we have established for this course. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Students who fail to abide by these policies and expectations, risk losing the opportunity to participate further in the course. The standards and requirements set forth in this syllabus may be modified at any time by the instructor. Notice of such changes will be by announcement in class and/or by changes to this syllabus posted on the course Canvas website.
6. **Orderly and productive classroom conduct.** We will conduct this class in an atmosphere of mutual respect. We encourage your active participation in class discussions as well as online. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including the faculty, is welcome. However, we will exercise our responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.
7. **Academic integrity.** Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity, which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://www.legal.uncc.edu/policies/ps-105.html> (also see <http://integrity.uncc.edu/>). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.
8. **Materials.** All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.
9. **Electronic devices in classroom.** 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.**
10. **Assignment due dates. If assignments are submitted late, the grade will be reduced by a minimum of two letter grades.**

### Schedule

Class Day	<i>Date</i>	Instructor	
1	12-Jan	Gooty	Management Related Readings
Online Contact See Canvas for Updates – 1 <sup>st</sup> February 1st			
2	09-Feb	Subramaniam	BISOM Related Readings
Online Contact See Canvas for Updates – 1 <sup>st</sup> September			
3	09-Mar	Banks	Management Related Readings
Online Contact See Canvas for Updates – 1 <sup>st</sup> October			
4	13-Apr	Arnold	Management Related Readings
Online Contact See Canvas for Updates – 1 <sup>st</sup> November			
5	11-May	Kellermanns	Management Related Readings
Write up Due	20 May		Write-up Due submit to <a href="mailto:kellermanns@uncc.edu">kellermanns@uncc.edu</a>