University of North Carolina at Charlotte BDBA
Focused Research Seminar – Fall 2018

Professors: Lead Instructor: Janaki Gooty
Meeting Time*: 8:00 AM to 5:00 PM*   **Room**: *Center City*
Office Hours*: By appointment*
Contact Information:
   Janaki Gooty jgooty@uncc.edu
   Laura Stanley lstanl11@uncc.edu
   Moutaz Khouja mjkhouja@uncc.edu
   Jennifer Ames Stuart jstuar12@uncc.edu
   Sungjune Park supark@uncc.edu

Focus of the Course: Review of current topics in the fields of management, marketing and operations management and information systems and development of research skills in the respective focus areas.

Objectives

Knowledge-oriented goals
1. To review and synthesize of current topics in strategic management
2. To review and synthesize of current topics in marketing
3. To review and synthesize of current topics in operations management
4. To review and synthesize of current topics in information systems
5. To develop an appreciation of data analysis
6. 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
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.

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?

Grading

Course Component	Weight
Class Participation and Assignments	20% Each
Total	**100%**

Class Participation and Discussions

Students are expected to actively participate in class discussions. Class discussion 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 course readings as well as other assignments or current issues arising in the business sector.

Assignments

Each class segment has its own assignments and due dates. Please refer to the postings on CANVAS for specific due dates.

Final Course Grades:

Grades will be assigned for each of the sections. Final grades will be based upon the weighted average of all five sections. Note that grades below C are not acceptable for graduate work

90% and above = A
80 – 89.5% = B
70 – 79.5% = C
Below 70% = U

Course Information & Guidelines

Classroom Policies:
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. **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 faculty 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.
3. **Classroom Expectations**. This syllabus contains the policies and expectations the faculty 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 instructors. Notice of such changes will be by announcement in class and/or by changes to this syllabus posted on the course Canvas website.
4. **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.
5. **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**.
6. **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.
7. **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 seven (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.
8. **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:
9. **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).
- 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 "Fail" (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.
- 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. So while students are encouraged to work together on class exercises, each student must produce and submit an own individual graded assignment in the end (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.
- 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 are expected to **report cases of academic dishonesty** they become aware of to the course instructor who is responsible for dealing with them.

10. **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.

11. **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.

12. **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.

13. **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.

14. **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.
15. **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).
16. **Severe Weather.** In case classes are cancelled due to severe weather, the DBA program has designated make-up days for each semester.

Detailed Course Flow

Friday, January 11th, 2019

Instructor: Dr. Janaki Gooty

Friday, February 8th, 2019

Instructor: Dr. Laura Stanley

Friday, March 8th, 2019

Instructor: Dr. Moutaz Khouja

Friday, April 12th, 2019

Instructor: Dr. Jennifer Ames Stuart

Friday, May 10th, 2019

Instructor: Dr. Sungjune Park