Instructor: Dr. Dave Woehr
Office: 252A Friday Building
Phone: 704-687-5452
Email: dwoehr@uncc.edu
Course Website: Canvas (www.canvas.uncc.edu)

Section Information:

<table>
<thead>
<tr>
<th>Section</th>
<th>Days</th>
<th>Location</th>
<th>Time(s)</th>
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</table>
| Section U01 | Jan. 14  
February 11  
March 11  
April 15  
May 13 | 801 Center City | 08:00 – 17:00 |

Course Description and Objectives:
- Development of skills to conduct quantitative and qualitative research in the chosen area of study within the field of management, marketing, operations management and information systems.

Course Objectives:
- Upon completion of the course, students are expected to be able to:
  - Understand and evaluate advanced statistical analyses in business research.
  - Demonstrate proficiency in conducting statistical analyses.
  - Apply and interpret advanced statistical software.
  - Communicate results of statistical analyses clearly and concisely.

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.

- Textbooks:
  
  
  
  
  

- Case:
  

- Software:
  
  o 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 sue 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:

<table>
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<tr>
<th>Course Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Class Participation and Discussions</td>
<td>40%</td>
</tr>
<tr>
<td>Analysis assignments and problems</td>
<td>20%</td>
</tr>
<tr>
<td>Final project/presentation</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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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 business cases or current issues arising in the business sector.
Analysis assignments and problems
- There will be various data analysis and summary assignments throughout the course. These will typically correspond to the current topic. More detailed information will be provided in class.

Final Project/Presentation
- Information on the final project/presentation will be provided during our first class meeting.

Final Exam
- There will be an in class final exam during our last class meeting. The exam will involve description and analysis of specific data examples.

Tentative Course Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics Covered</th>
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<tbody>
<tr>
<td>14 January</td>
<td>• Course Introduction and Overview</td>
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<tr>
<td></td>
<td>• Basic Stats Review</td>
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<td></td>
<td>• Correlation and Regression</td>
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<tr>
<td></td>
<td>• Path Analysis</td>
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<tr>
<td>11 February</td>
<td>• Measurement and Psychometrics</td>
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<tr>
<td></td>
<td>• Estimating Reliability and Validity</td>
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<td></td>
<td>• Item Analysis</td>
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<td></td>
<td>• Scale Development</td>
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<tr>
<td>11 March</td>
<td>• Latent Variable Models</td>
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<tr>
<td></td>
<td>• Factor Analysis</td>
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<td></td>
<td>• Structural Equation Modeling</td>
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<tr>
<td>15 April</td>
<td>• Meta-analysis and Research Synthesis</td>
</tr>
<tr>
<td></td>
<td>• Open topic discussion/ wrap up</td>
</tr>
<tr>
<td>13 May</td>
<td>• Student Presentations</td>
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Note: The course schedule, including topics covered, is subject to change at the discretion of the instructor.

Course Information Guidelines

Classroom Policies:

Class Behavior
- I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others,
including mine, is welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

- 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.

**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.

**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/](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).

Severe Weather.
- Students will be responsible for any academic work which they miss due to absences caused by severe weather conditions. It is the individual student's responsibility to take the initiative to make up any missed class work.
14 January

- Course Introduction and Overview
- Basic Stats Review
- Correlation and Regression
- Testing for Mediation and Moderation

READINGS:

  - Part 1, 2, 3 (pgs 1 – 48)
  - Part 8 (pgs 133 – 150)
  - Part 11 (pgs 193)

  - Chapters 1 – 5 (pgs 1 – 77)

  - Chapter 2 (pgs 5 – 10)

- Kenexa Case.

In-Class CARMA Presentations:

- *Mediation Analysis*
  Dr. David MacKinnon

- *Relative Importance of Predictors with Regression Models*
  Dr. James LeBreton

Resources:

[http://relativeimportance.davidson.edu](http://relativeimportance.davidson.edu)
11 February

- Measurement and Psychometrics
- Estimating Reliability and Validity
- Item Analysis
- Scale Development

READINGS:

  - Part 6 (pgs 103 – 120)

  - Chapters 1, 3, 4, & 5 (skip chapter 2 for now)


In-class CARMA Presentation:

- *Practical Issues in Developing a Measure.*
  Dr. Fred Oswald

- *Question and Context Effects in Organizational Survey Data.*
  Dr. Adam Meade
11 March

- Latent Variable Models
- Factor Analysis
- Structural Equation Modeling

READINGS:

  - Chapter 2

  - Chapters 1 – 6

In-class CARMA Presentations:

  Dr. Ken Bollen

  Dr. Larry Williams
15 April

- Meta-Analysis and Research Synthesis
- Open topic discussion/Wrap-up

READINGS:


CARMA Presentation:

  Dr. Ron Landis
13 May

- Final Exam
- Student Presentations