

Fall 2023

MGMT 316-001: Business Research Methods

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**Business Research Method
MGMT 316, section 001, 3 credits
Fall 2023**

Instructor: Shaoqing Zhang

Office: CAB 2018

Email: sz425@njit.edu (Email is the best way to contact the instructor. **Please include your course number in the subject line and your full name in the email.**)

Office hours: By appointment generally before or after the class (please email)

Class time: Tuesday and Thursday 2:30 PM to 3:50 PM

Class location: KUPF 106

Class Website: canvas.njit.edu (select MGMT316001) for course materials

Prerequisites: MGMT 216 - Business Statistics.

MIS 245 - Management Information Systems.

Course Overview

Business research is a systematic inquiry that provides information to guide decisions in business. More specifically, it is a process of determining, acquiring, analyzing, and synthesizing, and disseminating relevant data, information, and insights to decision makers in ways that mobilize the organization to take appropriate actions that, in turn, maximize business performance.

This course covers methods for conducting business research. Among the topics discussed in the course are business research process, translation of business problems into research questions, the selection of data collection and data analysis techniques appropriate to the problem, and the communication of research results.

Course Objective

This course provides an introduction to management research methodologies and tools with an emphasis on data collection, data analysis and related applications. It covers theories and techniques to successfully conduct business research studies. Upon course completion, students will acquire the skills to:

- (1) develop an understanding of business research methodologies,
- (2) design and execute business research studies,
- (3) analyze qualitative and quantitative data derived from research studies, and
- (4) develop the ability to deliver the results, analyses, and recommendations to management.

Optional course materials

[1] Donald Cooper, Pamela Schindler, *Business Research Methods*, 12th edition, McGraw-Hill, ISBN: 0073521507, ISBN-13: 9780073521503

[2] McKinney, Wes. *Python for data analysis: Data wrangling with Pandas, NumPy, and IPython*, 3rd edition, O'Reilly Media, Inc.

Course Deliverables/ Grade Components

Your course grade will be composed of your final exam, midterm, quiz, homework, group project, and class participation scores. The grade breakdown for each component is:

- Final Exam (25%)
- Midterm exam (20%)
- Quiz (10%)
- Homework (15%)
- Group project (25%)
- Participation (5%)

Calculation of the Course Grade

Total Score	Grade	Total Score	Grade
90 – 100%	A	77 – 79.9%	C+
87 – 89.9%	B+	70 – 76.9%	C
80 – 86.9%	B	60 – 69.9%	D
		< 60%	F

Attendance/Class participation policy

As you must attend class in order to participate, attendance will be taken in every class (5% of your final grade). Like others, class attendance is very important in this course because learning occurs through interaction. Class attendance will be taken in the beginning of class. If you arrive late, it is your responsibility to remember to sign the roll before you leave. Otherwise, you will be considered absent. However, it is important that you arrive on time so that we may start class promptly. Arriving late to class is very disruptive and discourteous to the class.

You are allowed to miss a maximum of four (2) classes throughout the semester without losing any attendance grades. 0.5 point will be deducted for every absence beyond 2 missed classes. Use these “free” absences to attend your urgent matters such as job interviews, religious holidays, or any other urgent personal matters. You do not need to provide me the excuses for these 2 absences. I trust you to make your own judgement on reasons for missing those classes and whether you can afford to do so. If you do miss a class or any part of the class, it is YOUR responsibility to obtain notes from the instructor or your classmates and remain current. It is not possible to repeat lectures for students missing class.

However, **please be reminded that you cannot be absent during the day when there is any evaluation activity such as exams and quizzes. No make-up exams or quizzes will be provided.**

Homework, quizzes and examinations

There will be data analysis homework which will test students understanding of the concepts and data analysis skills taught in class. Quizzes will be administered in the class as per the attached schedule to test students’ grasp of the theoretical concepts discussed in the class. There may be change in the deadline mentioned in the attached schedule based upon our progress in the course. Therefore, students should refer to the deadline given in each homework and quiz instructions.

In this course, two examinations will be administered which may include a mixture of multiple choice and true/false questions to test both your understanding of concepts discussed in the class and problem-solving ability.

- Smart phone or smart devices (e.g., Apple Watch) are firmly restricted to the test. All material needed for tests will be covered in class. All students are required to take the tests.
- **Any question and/or issue regarding to grading of an assignment, or an attendance/participation point must be submitted within one week after the score is posted. Please note that re-grading of assignment may end up with either a higher or a lower grade than the original one.**

Class Project

Students will work in a group of 3-4 members to design a research study, collect data, analyze the data, and communicate results in a report. More information about the project will be made available in class and on Canvas. All students should actively participate and contribute to the project. The team member evaluation form will be provided in the end of the project which will be used by group members to anonymously evaluate every other member in the team. **The final grade will be adjusted based upon the evaluation each student gets.** Therefore, everyone in the group must work together and make contributions to the project.

Deadlines/Late Work/Make-ups

In general, homework will not be accepted late, and make-up exams/quiz will not be given. Exceptions will be made when extraordinary circumstances were responsible for work not being completed on time. **Students may need to contact the Dean of Students' office, and have it determined that the reasons given for not doing the work on time are valid.** The deadlines posted in the attached schedule is tentative and may alter based upon our class progress. Students should refer to instructions provided by instructor for the accurate deadlines.

Incompletes

Incompletes will be given only to students who cannot finish the course on time due to major reasons outside of their control (e.g., illness, family tragedy, military service). Students may need to contact the Dean of Students' office, and have it determined that the reasons given for not doing the work on time are valid.

Disability accommodation

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to disability, please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Classroom behavior

Students are expected to be respectful of one another and the professor in classroom discussions. The goal is to foster a learning environment where students feel comfortable discussing concepts and applying them in class. If for any reason your behavior is viewed as disruptive to the class, you will be asked to leave and you will be marked absent.

During the lecture time, students are advised to keep their phones in silence mode.

Communication

All the materials related to the course will be posted on Canvas. The instructor will also frequently send important announcements to students' NJIT email accounts. Student must check the announcement on Canvas and their email for important guidelines and information about the course. It is suggested to check emails at least within 12 hours before each class and once per business day. Students will take own responsibility for any missing information due to not checking the email or Canvas.

Academic Integrity

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing, or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Class schedule

Following is the tentative schedule of the class. Instructor may change it as required depending upon the class progress and requirement observed at the time.

S. N	Date	Topics	Assignments and exams
1	Sep 4 - 10	Introduction to the course Foundations of Business Research	
2	Sep 11 - 17	Business Research Process Ethics in Research	Quiz 1 Group members name submission
3	Sep 18 - 24	Introduction to Python programming Hypothesis testing using Python	

4	Sep 25 - Oct 1	Hypothesis testing using Python	HW1
5	Oct 2 - 8	Descriptive analysis using Python	HW2
6	Oct 9 - 15	Linear Regression using Python	Group project proposal submission
7	Oct 16 - 22	Logistic Regression using Python	
	Oct 24	Midterm	
8	Oct 26 -Nov 1	Clustering using Python	HW3
9	Nov 2 - 8	Observations and Experiments	
10	Nov 9 - 15	Introduction to Survey Research Measurement and Scaling concepts	Quiz 2
11	Nov 16 - 22	Survey Questionnaire design	
12	Nov 23 - 29	Sampling design and procedures Sampling data using Python	Quiz 3
13	Nov 30 - Dec 6	Qualitative Research	
14	Dec 7 - 13	Research Report Writing Course wrap-up	Quiz 4
15	Dec 14 - 20	Reading week	Group project report submission
	Dec 19	Final Exam	

Final Comments

The instructor reserves the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course materials and course syllabus as stated above.