

Chatham University
Course Syllabus

GENERAL INFORMATION

Course Title: Business Analytics: Research Methods

Course Number: BUS310W

Semester/Year: Fall 2017

Classroom: Falk Hall:F117

Class Time: MWF 10:00-10:50am

Instructor: Stephanie Rosenthal, PhD

Contact Information: s.rosenthal@chatham.edu

Office Hours: Falk 116C, time TBD

COURSE INFORMATION

Course Description:

This course introduces research methods and tools as the foundations of business analytics. Topics include problem definition, literature review, theory development, research design, sampling theory, construct measurement, data collection, data analysis, reporting results, interpreting findings, and developing actionable recommendations.

This course is designated as a “Writing Intensive” course. A substantial portion of course requirements is allocated to written work. In this course, we will discuss the writing process itself and the type of writing that is expected within a business setting. Course assignments provide you with the opportunity to draft, revise and polish your writing to improve skills in articulating a thesis, organizing information, and communicating ideas persuasively and concisely. Each student will generate the 15 total pages of polished written work required for “W” credit.

Student Learning Outcomes:

Program Level Student Learning Outcomes

Graduates of bachelor’s-level programs in business will be able to demonstrate that they possess academic skills, professional attributes and broad-based and in-depth knowledge of business concepts and functions. This course fulfills the following Student Learning Outcome(s) for undergraduate business majors:

- Demonstrate research, analysis and technical skills critical across all business disciplines
- Analyze situations and solve problems in business settings and make appropriate business decisions
- Use quantitative reasoning skills in statistical analysis and research design
- Communicate in written and oral formats

Specific learning outcomes from this course include:

- To develop a critical eye for evaluating published research, in order to distinguish between poorly done research and well-done research.
- To practice conducting a variety of research methods and writing about research plans and results.
- To apply knowledge and understanding of the course material to the preparation of a formal research experiment, report and presentation.
- To analyze the differences between research methods to determine which is most appropriate under diverse conditions.

Required Texts and Materials:

- D. Cooper and P. Schindler. Business Research Methods. Twelfth Edition. McGraw-Hill, 2014.

Course Requirements:

This course aims to give students hands on experience with using variety of research methods as well as practice writing up their experiment hypotheses, study design, results, and conclusion. Students will be graded on their participation in class discussions, study questions, write-ups and designs, and their final reports:

- Class Participation: 5%
- NIH Human Subjects Test: 5%
- Case Study Write-up: 10%
- Observation Study Write-up: 10%
- Midterm: 10%
- Survey Project: 30%
 - Survey and Interview Questions: 5%
 - 3 Survey Deployments: 5% each
 - Final Paper: 10%
- Experiment Project: 20%
 - Proposal: 5%
 - Experimental Results and Analysis: 5%
 - Final Paper: 5%
 - Final Presentation 5%
- Final Exam: 10%

Research Methods

Research methods are easier to learn by doing than by reading about. Students will be asked to conduct five different types of research methods during the class – a case study, an observation study, two types of surveys, an interview, and an experiment. Each method will culminate in a writing assignment. Additionally, at the end of the class, students will make a presentation about their experiment and submit a final report to summarize the findings of all of the studies and make a persuasive argument about whether their company should take action and adopt some proposed technology.

Class Participation

The effectiveness of this course depends upon everyone's motivation to learn. This does not mean just coming to class, but being prepared to involve oneself in homework review, discussions, activities and other opportunities to understand the course materials. To receive points, you must complete assignments on time, attend class, and be prepared to share your work and/or thoughts on the topic that is assigned for that day, both voluntarily and when called upon.

Good class participation means the following:

- Be prepared. There is evidence of thorough reading and analysis of the material.
- Be relevant. The comments are relevant to the discussion.
- Be mindful. Please try to limit your comments to your best thoughts. Quality counts more than quantity.
- Be a good listener. The comments take into consideration the ideas previously shared by others rather than being isolated and disjointed.
- Be respectful. Disagreement/criticism of others' comments is voiced constructively.

Writing Assignments:

Please follow the instructions on the course website with rubrics for what sections are required for each writing assignment. All assignments are due at the start of the class on the day they are due and named in accordance to the instructions on the course website. If there is no class scheduled or if the student has an excused absence, the assignment must be submitted on the course website by the typical class time. No credit will be given for assignments submitted after 10am.

Course Policies:

Attendance and/or participation:

Every student enrolled at Chatham accepts the responsibility to attend all required class meetings. To obtain the fullest benefit from their courses, students must participate fully. This implies attending regularly, engaging in course activity, completing work on time, and making up work missed because of an emergency absence. **It is the student's responsibility to let the course instructor know within the drop-add period if he or she will have to miss class for religious reasons, athletics, or other.**

Attendance will be recorded on a sign-in sheet available at the room entrance. You are not permitted to sign-in for other students. Leaving early constitutes an absence unless I am advised of this necessity at least 24 hours in advance. If you miss a class, it is up to you to get the notes for that day from a classmate. **Six unexcused absences will result in a failure in the course.**

Grading: The grades for this course will be assigned as follows

UG Grading Scale*

94-100% = A

90-93% = A-

87-89% = B+

83-86% = B

80-82% = B-

77-79% = C+

73-76% = C

70-72% = C-

67-69% = D+

63-66% = D

60-62% = D-

Below 60% = F

* See Chatham catalog for Grade Point Values

Midterm Grades

As a check on progress, mid-term grades will be posted after completion of the Mid-Term Exam. Mid-term grades will be based principally on performance on the Mid-Term Exam as well as on completion of assignments and class participation and attendance to that point in the course. The last date to withdraw from the course is Wednesday, November 8th.

Missed Exams/Assignments

Only absences that are excused by an appropriate authority qualify as excused. If you must miss a class, please obtain the notes for that day from a classmate and check the class website for updates. **Homework assignments are due at the start of class on their due date.** If you are absent, they must be submitted on the course website by the start of class. Exams must be taken on the scheduled day. There is no provision for makeup tests or assignments other than for extreme emergency situations that must be documented by an appropriate authority.

Laptops and cell/smart phones

Use of electronics for note taking or other functions directly related to class activities is permitted when appropriate. **Note: some days, laptops or the textbook will be required for in-class assignments or discussions.** Unrelated online/electronic activity that interferes with your and/or others' ability to pay attention in class is not permitted. Failure to abide by this policy will result in dismissal from the class and an unexcused absence.

Behavior

Common courtesy is expected. Every student is expected to come to class prepared to learn and participate in a meaningful way. Under no circumstances is a student's behavior to detract from the learning environment of others in the class. (Disruptive behavior may result in the student's dismissal from the course.)

Course Calendar/Schedule:

The instructor reserves the right to change the daily topics and assignments as needed. Please check the course website for changes.

M – Monday, W – Wednesday, F - Friday

	Day	Date	Topic	Assignment
1	M	8/28	Introduction to Research	
2	W	8/30	Finding a Research Question	
3	F	9/1	Writing Style	Read Ch. 1
4	M	9/4	Labor Day (no class)	
5	W	9/6	Research Ethics Day 1	
6	F	9/8	Research Ethics Day 2	Read Ch. 2 NIH Human Subjects Test Due
7	M	9/11	Types of Research	
8	W	9/13	Archival Research	
9	F	9/15	Library Visit	Read Ch. 5 Case Study Readings
10	M	9/18	Qualitative/Quantitative Research	
11	W	9/20	Observation and Ethnography	
12	F	9/22	No class	Read Ch. 6 Case Study Write-up Due
13	M	9/25	Situation Audit	
14	W	9/27	Interviews	
15	F	9/29	Discussion about Observations	Read Ch. 8 Observation Study Write-up Due
16	M	10/2	Measurement	
17	W	10/4	Midterm	Covers Chapters 1, 2, 4, 5, 6, 8
18	F	10/6	Review Answers for Midterm	
19	M	10/9	Long Weekend (no class)	
20	W	10/11	Survey Design	
21	F	10/13	Discussion and Practice Surveys	Read Ch. 10 Survey and Interview Due
22	M	10/16	Controlled Experiments	
23	W	10/18	A/B Testing	Read A/B Test Article
24	F	10/20	Survey Lessons Learned	Revise and Distribute Survey and Interview to 10 participants – Bring Results to Class
25	M	10/23	Online vs In-Person Data Collection	
26	W	10/25	Usability Studies	
27	F	10/27	Data Sampling	Read Ch. 14 Create and Distribute Survey Online to 10

				new participants
28	M	10/30	Data Analysis	
29	W	11/1	Writing About Data	
30	F	11/3	Practice Data Analysis	Use Ch. 19 for Guidance Write-Up for Surveys/Interviews Due
31	M	11/6	Designing an Experiment	
32	W	11/8	Designing an Experiment	
33	F	11/10	Designing an Experiment	Read Ch. 9 Experiment Proposal Due (in Pairs)
34	M	11/13	Data Visualization	
35	W	11/15	Persuasion with Data	
36	F	11/17	Meet about Experiments	Read Ch. 16 Preliminary Experiment Data Due
37	M	11/20	Analysis on Experiment Data	Bring Textbook to class
38	W	11/22	Thanksgiving (no class)	
39	F	11/24	Thanksgiving (no class)	
40	M	11/27	Analysis/Writing on Experiment Data	
41	W	11/29	Presentation Preparation	Use Ch. 20 for Guidance Bring Computer to Class
42	F	12/1	Review for Final Exam	
43	M	12/4	Presentations Day 1	
44	W	12/6	Presentations Day 2	
45	F	12/8	Presentations Day 3	Final Paper Due
	M	12/11	Final Exam (10:00-11:50 AM)	Covers Ch. 9, 11, 12, 14, 16, 17, 18

Important Dates:

- Add/Drop Ends Tuesday Sept. 5th
- Last Day to Withdraw Wednesday Nov. 8th
- Rosh Hashanah Sept. 21st-22nd
- Yom Kippur Sept. 30th

Plan to attend the Monthly B&E Department Career-Themed Networking Mixers:

- Tuesday September 26th 5:00-6:30 PM at Kresge Atrium in Buhl Hall “Accounting” Networking Mixer [RSVP](#)
- Wednesday October 18th 1:30-2:30 PM at the Gate House “B&E Dept. Advisory Board & Students Reception and Meet New Faculty Member, Dr. Stephanie Rosenthal” Contact BED@Chatham.edu to RSVP
- Thursday November 9th 5:00-6:30 PM at Mellon Board Room “International Business and Meet New Instructor Ed Burton” [RSVP](#)
- Friday & Saturday December 1st-2nd at Eden Hall Campus “Intercollegiate Project Management Quiz Bowl” Contact BED@Chatham.edu to RSVP

POLICY STATEMENTS

Chatham University Honor Code:

Chatham University students pledge to maintain the Honor Code, which states in part: "Honor is that principle by which we at Chatham form our code of living, working, and studying together. The standards of honor at Chatham require that all students act with intellectual independence, personal integrity, honesty in all relationships, and consideration for the rights and well being of others."

Information about the Honor Code is available in the [Student Handbook](#).

Cheating and Plagiarism:

Cheating is defined as the attempt, successful or not, to give or obtain aid and/or information by illicit means in meeting any academic requirements, including examinations. Plagiarism is defined as the use, without proper acknowledgement, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker.

Turnitin.com and FERPA

In all classes, faculty must notify students if the Turnitin service may be used. Student papers are protected by the Family Educational Rights and Privacy Act as they are educational records that contain personally identifiable information. If faculty submits a paper or an excerpt from a paper on behalf of a student for evaluation by Turnitin, an alias must be used instead of the student's name and faculty will ensure that any identifiable personal information is removed before submission.

Disability Statement:

Chatham University is committed to providing an environment that ensures that no individual is discriminated against on the basis of her/his disability. Students with disabilities, as defined under the Americans with Disabilities Act of 1990 (ADA) and who need special academic accommodations, should notify the assistant dean of the PACE Center as soon as possible. The PACE Center will work with students and the course instructor to coordinate and monitor the provision of reasonable academic accommodations.

Non-Registered Students Policy:

In accordance with University policy, only officially registered students may attend this class and all other classes offered at the University after the drop/add period. Please confer with your academic advisor if you need assistance with the registration process or you need additional information.

Minimum Grade Requirements:

Graduate students must earn a grade of B- or above in all courses. Undergraduates must earn a grade of C- or above in all courses completed after spring 2011 used to fulfill major or minor requirements. Please refer to the University catalog or individual program manuals for additional information.

MINIMUM TECHNOLOGY REQUIREMENTS:

Internet Access	Broadband cable or DSL with a minimum connection speed of 768kbit is recommended; slower connections may not provide optimal course experience and performance
Operating System	Microsoft Windows 7 or higher (PC) Mac OS X 10.6 or higher (MAC) Current students may purchase Operating System upgrades from the Chatham Helpdesk
Processor Type	2.0 GHz or higher
System Memory	4GB RAM or higher
Monitor	1024x768 or higher screen resolution
Software	Microsoft Office 2013 or higher (PC) Microsoft Office 2011 or higher (MAC) All students will be provided with Microsoft Office 365 Current students may purchase Microsoft Office from the Chatham Helpdesk
Web Browser	Mozilla Firefox (Recommended for Moodle), or Google Chrome Incognito (Recommended for myPortal); other browsers such as Internet Explorer, Opera and Apple Safari are not recommended
Storage	500GB of hard drive or greater
Audio	Computer speakers and headphones
Visual	Web Camera
E-mail	Chatham University e-mail account (Microsoft Office 365)
Web Conferencing	Courses using web conferencing for online meetings require the following: <ul style="list-style-type: none"> • For audio: headphones and microphone • For video: web camera
Plug-ins	Course content may include file types that require special plug-in software, which are typically available as free downloads (ex: Real Player, Java, QuickTime, Silverlight, Adobe Reader and Adobe Flash)
Mobile Devices	Some resources are available via smartphones and tablets. Please note: Mobile devices will not be able to complete all course requirements. Students will still need regular access to a computer.
On Campus Resources	Current students have access to the following resources: 24 Hour Computer Lab – JKM Library 106 Computer Lab – JKM Library 101 Computer Lab – Buhl 236 (no printer) Computer Lab – Coolidge 42 Computer/CAD Lab – Eastside 209 Chatham IT Helpdesk – Woodland 100, Eastside 219, Eden Hall Lodge Library
Off Campus Resources	Current students have access to the following resources: Atomic Learning (http://www.atomiclearning.com/) Chatham IT (http://www.chatham.edu/its) Chatham IT Helpdesk (http://services.chatham.edu)
Current Technologies	For the most up-to-date technology, please visit Chatham IT (http://www.chatham.edu/its)