

APPLIED BUSINESS RESEARCH METHODS

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

Syllabus

Instructor:	Professor Dr. Cliff Nowell	Email: cnowell@weber.edu
	Goddard School of Business and Economics Weber State University Ogden USA	
	Professor of Economics	

Time: Monday-Thursday 13:30 – 16:45

APPLIED BUSINESS RESEARCH METHODS

HSB-INTERNATIONAL SUMMER SCHOOL 2017

Course Description

An important component of any business degree should include the acquisition of research skills so that students are able to generate new knowledge and to communicate findings to others. A key element of this course will be a requirement to conduct an applied research paper in business or economics. The course will focus on individual components in the research process and the integration of these components into an applied research paper. Specifically, the course will focus on how to develop an effective research question, review existing research, formulate a testable hypothesis, conceptualize research, gather data, interpret results from an empirical analysis, and communicate findings in a research report and an oral presentation.

By the end of class we hope you have learned to write more effectively, document correctly, and present efficiently so that conducting research and writing research reports such as this are not so daunting. Most importantly, you should learn to embrace the process of research as a journey that you will engage in for the rest of your life.

Course Communication

Outside of class the best way for you to contact me is through e-mail. I will always reply to your e-mails in less than one working day. I will send e-mail to the class regarding assignments and schedule changes.

Course Textbook and Readings

Required Text

Greener, Sue, Business Research Methods (Dr. Sue Greener and Ventus Publishing ApS, 2008); ISBN: 978-87-7681-421-2.

This is a free online text and can be found at

<https://kosalmath.files.wordpress.com/2010/08/introduction-to-research-methods.pdf>

Grading

<i>Course Grades</i>		
Description	Points	Due Date
Research Proposal	50	July 18,2016
Statistical Review Assignment	50	July 25, 2016
Project and Presentation	100	August 1 st and 2nd
Class Discussion	50	Throughout Course

1. Research Proposal

On July 18th you will turn in a two page research proposal. This proposal will outline your research question and research hypothesis. You will identify two papers or reports that will guide you in your research and provide a one-paragraph summary of why each of the papers is important to your research question. You will describe the data required to complete your project and how you will obtain the data.

2. Statistical Review

On July 25th you will complete an assignment that covers the topics of confidence intervals, hypothesis testing and regression analysis.

3. Class Discussion and Attendance

Throughout the course, you will have a chance to meaningfully contribute to daily class activities. You should be present in class and contribute in a manner that you find productive.

3. Project and Presentation

Class presentations will occur in the final two days of class. Presentations should be five minutes in length. You should communicate your research question, why your research is important and summarize your findings. Your final paper is due via e-mail on the last day of class.

Grading Policy

<i>Grading Scale</i>	
A	90% and above
B	80% - 90%
C	70% - 80%
D	60% - 70%
E	60% and below

Tips for a Successful Course

- Prepare for obstacles and unexpected challenges
- Keep in mind the characteristics of a good research question. Developing a good research question will guide your future research.
- Discuss your research question with your peers. If you have difficulty explaining your research to others, your research question may not be properly defined.
- I expect you will need individual meeting and communication with me. Do not hesitate to e-mail and ask for meeting outside of class if needed.
- Give yourself adequate time to complete the various steps in the research process. Tasks usually take longer than you think.
- Discuss your research with other members in the class and attend all seminar presentations. You might become aware of a data source that you didn't know about. Or you might find a better way of explaining the intuition behind your applied research.
- Be organized by backing up all computer files and accessed websites. Keep track of all assignments and researched articles. You will accomplish this by keeping a research notebook that chronicles your efforts.

Detailed Course Schedule

(The instructors will make adjustments to the schedule throughout the semester as needed).

Week 1: Course overview

Topics:

- Discussion of syllabus, requirements, and expectations
- Research in the different fields of business
- How to be successful in research
- Discussion of a good research question
- Revisiting the Scientific Method
- How to properly reference

Readings: Greener, Chapters 1, 2, and 3.

Week 2: Research Topics and Data

Topics:

Identifying a Research Question
Formulating Hypotheses
Data Sources (Primary and Secondary Data)
Survey Design
Ethics in Research

Readings:

Greener, Chapters 4, 5, and 6.

Week 3: Data Analysis

Topics:

Hypothesis Testing and Confidence Intervals.
Regression and Analysis of Variance.

Readings:

Greener, Chapters 7, 8 and 9.

Week 4: Writing and evaluating research in business and economics

Topics:

Writing a Research Paper

Reading:

Greener, Chapter 12.

HSB-INTERNATIONAL SUMMER SCHOOL

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

Phone: +49-(0)421-59054163

ifk@hs-bremen.de

www.ifk-bremen.de