I. COURSE TITLE: BADM 8950 Seminar in Research
Credits 3

II. COURSE DESCRIPTION

Application of different theories and research methods, principles and Instruments for the development of research proposals. Critical Analysis of ethics aspects legal, and research project financing development of style form and content for the proposal and dissertation. REQUIRED COURSE: BADM 7020.

III. OBJECTIVES

A. TERMINAL AND CAPACITATING OBJECTIVES

1. Construct a quantitative and qualitative research proposal.
   1.1 Apply the academic research methods to develop a dissertation proposal.
   1.1 Develop qualitative research competencies.

2. Design a quantitative and qualitative questionnaire
   2.1 Analysis of the different principles in markets research
   2.2 Analysis of the instruments for market research

3. Analyze data using descriptive and inferential statistics.
   3.1 Apply different methods to understand the results in a research
   3.1 Contrast the different meaning in business research of a statistical result.

4.1 Analysis scholarly research articles.
   4.1 Contrast the ethical dilemmas in a research in business
   4.1 Contrast the legal and financing problems in current business research.
IV. TPOICS:

A. Tools of research, the research topic, and descriptive statistics
B. The literature review, bivariate correlation, project planning, and reliability and validity.
C. Proposal writing, inferential statistics, qualitative research, estimation
D. Historical research, hypothesis testing, quantitative research, and means comparisons
E. Experimental research, ANOVA, quantitative statistics, chi square
F. Preparing the research report, questionnaire/interview design, SPSS
G. Data collection, coding, time to write

V. ACTIVITIES:

1. Students should read the material before the discussion in class.
2. Groups of 2 or 3 students will be formulated to present and discuss some topics in class.
3. Students are required to search for some topics, literature, and financial practices in the internet to select their research questions that are part of the evaluation
4. Presentations of the selected topics in class individually or in small groups.

VI. EVALUATION PROCESS

Grade category and points:

<table>
<thead>
<tr>
<th>Grade category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>10 Points</td>
</tr>
<tr>
<td>Introduction Paper</td>
<td>10 Points</td>
</tr>
<tr>
<td>Background Paper</td>
<td>20 Points</td>
</tr>
<tr>
<td>Chapter 1 – draft</td>
<td>20 Points</td>
</tr>
<tr>
<td>Chapter 2 - references and abstracts</td>
<td>20 Points</td>
</tr>
<tr>
<td>Chapter 3 – draft</td>
<td>20 Points</td>
</tr>
<tr>
<td>Total Points</td>
<td>100 points</td>
</tr>
</tbody>
</table>

Grading will be awarded using the Inter American University of Puerto Rico Standard for graduate studies.

Guidelines for written work:

Introduction paper: (10 points) this paper provides a brief introduction (400 – 700 words) to the topic. As an example, assume that the topic for this study is ethical decision making as it applies to the healthcare system. The introduction could begin by stating that the focus of the study is on ethical decision making as it applies to the healthcare system. Following this comes 400 – 700 words informing the reader of the importance of ethical decision making, what it means, and why it is important to apply it to the healthcare system. These points must be supported with references whenever appropriate. This section concludes with a transition to the next section by presenting the main topics to be covered.
Background paper: (20 points) this paper presents a more in-depth (1000 – 2000 words) background to the problem. The background to the problem provides the reader with a summary of the theoretical framework of the study. The framework includes the theories that will guide the study. For the ethical decision-making topic example, theories about ethics and ethical decision making need to be summarized. There should also be a description of the healthcare system to be studied. Both of these areas will get a more thorough treatment in Chapter 2. This section should conclude with a summary of the need for further research on this topic. This includes a brief description of research that has been done on this topic, areas that still need attention, and how this study will add to understanding the healthcare system.

Proposal draft: To complete this course, students are required to submit a draft research proposal consisting of drafts of the following three chapters.

Chapter 1 draft: (20 points) In addition to the introduction and background papers, students are required to write a minimum of three additional pages of chapter 1 of their proposal using the American Psychological Association (APA) fifth edition style template provided for the course. This will add the purpose of the study (what will the study accomplish and the research question[s]), a summary of the research methods (a brief overview of the form of research to be used and how the data will be collected – see chapter 3), and definitions of key terms (primarily for quantitative research), and an overview of the proposal (one paragraph that summarizes all three chapters) to the introduction and background papers. These sections will be appropriately referenced. Additional information will be provided in class.

Chapter 2 references and abstracts: (20 points) Students are required to prepare a list consisting of a minimum of 20 articles that are relevant to their study. The entry for each article will include the proper APA reference and the article abstract.

Chapter 3 draft: (20 points) Students are required to write a minimum of four pages of chapter 3 of their proposal using the American Psychological Association (APA) fifth edition style template provided for the course. For a quantitative study this chapter will consist of an introduction (purpose of the study and an overview of the chapter), a discussion of the research method selected (its strengths and weaknesses), population and sampling (discuss how the sample will be selected and its size), instrumentation (discuss the instrument, how it was developed, and its quality – validity and reliability – if appropriate), detail how the data is to be collected, data analysis (what statistical methods will be used to analyze the data), limitations of the study (describe the limitations inherent to your research design), and ethical considerations. These sections will be appropriately referenced. Additional information will be provided in class.

For a qualitative study this chapter will consist of an introduction (purpose of the study and an overview of the chapter), research methods (discuss the strengths and weaknesses of qualitative research and detail the style of qualitative research selected including references where appropriate), the research participants (who was selected and how they
were selected), data collection (how will the interviews be set up – when, where, and why, what interview guide will you use, how will the data be recorded), data analysis (how will the data be transcribed, how will it be analyzed), limitations of the study (describe the limitations inherent to your research design), and ethical considerations. These sections will be appropriately referenced. Additional information will be provided in class.

Class Reading Assignment

Each student is required to download the research articles below to serve as samples of the different research designs and their application to business research. When selecting articles for use in the thesis or research project it is important that the articles be peer reviewed whenever possible. The peer review process normally signifies the presence of a level of scholarship that lends itself to academic research.

Content Analysis (for the session on content analysis)

VII. RESOURCES


APA in text citation (Ghauri & Gronhaug, 2005)


Use the St. Martin's library research databases to find the following articles on the interview and phenomenological methods. These articles should serve as resources and examples for a thesis using these methods.


Quantitative – Survey (for the session on survey research)

Use the St. Martin's library research databases to find the following article on the survey method. This article should serve as a resource and an example for a thesis using this methods.


The class sessions will consist of lecture, discussion, small group activities, and individual writing. Course content will come from the assigned textbooks and selected research articles. Additional content will be incorporated where appropriate.

Students are responsible for reviewing the class schedule and completing assigned readings, homework, and other assignments.

Use the Metro Campus of the Inter American University library research databases to find the following articles on content analysis. These articles should serve as resources and examples for a content analysis research project.

VIII. BIBLIOGRAPHY


