



**Business Research Methods I**  
**MGMT 682, section 101, 3 credits**  
**Fall 2024**

**Instructor:** Haisu Zhang, Ph.D.

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**Email:** [hzhang@njit.edu](mailto:hzhang@njit.edu) (email is the best way to contact the instructor; students are required to include full name, course, and section number in the email to the instructor)

**Office Hours:** Tuesday/Thursday 2:30-3:45pm or by appointment (Students are recommended to make an appointment with the instructor for a specific time slot for a meeting. The instructor will guarantee to be available during the office hours indicated above; alternative meeting times may be available subject to appointment)

**Class Time:** Tuesday 6:00-8:50pm

**Class Location:** CAB 2020

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## 1. Overview & Objectives

A comprehensive introduction to business research methods covering the fundamental concepts of problem definition and the research process including quantitative and qualitative research, survey research, observation methods and experimental research methods. The course also covers data analytics, including advanced descriptive and predictive analysis models, involving inferential statistics, regression and correlation analyses and non-parametric methods. The course emphasizes problem solving using advanced quantitative software tools such as SPSS, Minitab, SAS, Matlab, Python and R. Students will be required to work on business research case studies and projects involving the collection and/or treatment of large data sets, as well as to develop research constructs and hypotheses and to write and present reports documenting research findings and recommendations.

The learning objectives, outcomes, and corresponding assessment are:

- To develop an understanding of and skills with using business research methods to conduct academic research in the business discipline

Learning Outcome: Students will gain knowledge and experience in conducting scholarly work that is based on well-established and/or emerging business research methods.

Assessment: Exam, Research Project (Paper I, Paper II, and Final Paper), Research Project Presentation, Review Assignment, and Class Participation

- To develop individual-based communication in the area of business research methods

Learning Outcome: Students will build the ability to deliver academic research and associated research methods to the audience

Assessment: Weekly Presentation, Research Project Presentation, Research Project (Paper I, Paper II, and Final Paper), and Class Participation

- To develop an understanding of using business research methods to translate research ideas into theoretical, practical, and societal impacts

Learning Outcomes: Students will gain creative thinking skills to use proper data and research methods to add theoretical implications and address real-world issues.

Assessment: Research Project (Paper I, Paper II, and Final Paper), Research Project Presentation, Review Assignment, and Class Participation

In addition to course-level learning outcomes, students are expected to accomplish program-level learning outcomes, including:

- Develop data analytics and problem solving skills.
- Identify novel problems, propose and implement solutions, and evaluate the outcomes.
- Develop writing communication skills for effective technical writing.
- Exhibit ethical behavior in conducting research and decision making.
- Exhibit professional behavior

## 2. Required Course Materials

Required weekly reading (electronic copies can be found via NJIT library or distributed on Canvas)

SPSS (with PROCESS) (required)

SAS (optional)

## 3. Course Deliverables/ Grade Components

Required work	Score	Notes
Weekly Presentations	60	20 points/each * 3 presentations = 60
Exam	100	Laptop is needed
Paper I	50	
Paper II	70	
Final Paper	100	
Peer Review Assignment	50	
Participation in Class Discussion (1)	20	Weeks 1-6; each student is required to participate in class discussion
Participation in Class Discussion (2)	20	After Week 6; each student is required to participate in class discussion
<b>TOTAL</b>	<b>470</b>	

## 4. Calculation of the Course Grade

<u>Total Score</u>	<u>Grade</u>	<u>Total Score</u>	<u>Grade</u>
90 – 100%	A	75 – 79.9%	C+
85 – 89.9%	B+	70 – 74.9%	C
80 – 84.9%	B	< 70%	F

## 5. AI Policy

As this course is designed to train students to independently conduct academic business research, generative AI (e.g., ChatGPT) is not allowed in any assignments. All work by students must be original. This policy is adopted for a high standard of ethics related to

generative AI in academic research and training for students' creativity through their own thinking.

## **6. Weekly Presentation**

Each student is required to present a published research article based on the prior week's lecture on methodology. Each student will present three times across this semester (presentations will be scheduled). All presentations occur at the beginning of each class, unless noted otherwise. The overall requirements are listed below:

- a. The presentation must be based on the methodology discussed in a prior lecture (see class schedule for details). Each student presents a published article based on the methodology.
- b. Each student must read the article first and then prepare for the presentation.
- c. Each student is recommended to choose an article and associated journal in their own research area. For example, if a student's research area is digital marketing, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science* may be good journal candidates; if a student's research area is FinTech, *Journal of Finance*, *Journal of Financial Economics*, and *Journal of Financial and Quantitative Analysis* may be good journal candidates.
- d. The published article must meet all of the following requirements:
  - (1) Empirical paper (except the first set of scheduled presentations – review articles)
  - (2) The article must be published in or after 2019. Forthcoming articles are acceptable.
  - (3) The article must be published in a journal listed in ABDC journal ranking: <https://abdc.edu.au/research/abdc-journal-quality-list/>
  - (4) The journal must be ranked at A\* in ABDC. Any ranking below that is not acceptable.
  - (5) FT50 journals are highly recommended.
  - (6) The journal must be an academic journal. A practitioner-focused or practice-oriented journal (e.g., *Harvard Business Review*, *Sloan Management Review*, *Business Horizon*) is not acceptable.
  - (7) The selected article must be peer-reviewed scholarly work. Opinion, perspective, editorial, commentary, and equivalents are not acceptable because they are not peer-reviewed.
- e. Each presentation lasts up to 8 minutes.
- f. PowerPoint slides are required. The structure of slides:
  - (1) Do not have to follow exactly the same structure of the article due to the limited time
  - (2) Highlight the key points (i.e., keep the presentation precise)
  - (3) Have a little more details about the methodology than other parts
  - (4) Include findings
- g. Following each presentation is a class discussion.

## **7. Exam**

The exam covers all lectures before the exam day in this class. Each student is required to bring a laptop for this exam.

## **8. Journal Review Assignment**

Each student will be given an unpublished paper for review. This assignment will allow students to gain hands-on experience with the academic journal review process in the business discipline.

## **9. Research Project**

Each student is required to complete a research project, which includes three cumulative papers.

## **10. Participation in Class Discussion**

Students are required to actively participate in class discussion. Participation in class discussion will be evaluated twice in this semester. Excused absence (approved by the office of Dean of Students and the instructor) does not affect the grade. Any unexcused absences will also negatively affect the class participation grade.

## **11. Posted Grades**

All grades for course deliverables will be posted on Canvas in a timely manner. Students have two weeks to challenge a grade after it has been posted. When the two-week period is over the professor will not revisit an assignment, unless an excuse is verified by the office of Dean of Students. Do not e-mail requests for additional points unless there is an error in grading. Keep in mind that **fairness** is the key for grading.

Grades are not 'given out' by the professor; they are 'earned' by the student. Make sure you 'earn' a grade that you can live with.

## **12. Class Policies**

### **Class Attendance**

- a. Attendance is required, unless an excuse is approved by the office of Dean of Students.
- b. A makeup assignment (for a missed assignment) is given only if an excuse is approved by the office of Dean of Students.
- c. Students are not allowed to be late for any classes without an official excuse. Being punctual is required for class attendance. Arriving late or leaving early without an approved excuse will be counted as an absence.
- d. Excused Absences. Some absences may qualify as "Excused Absences." Unless otherwise instructed by the instructor, students must contact the office of Dean of Students within one week after returning to the campus. The instructor expects to receive the notification from the office of Dean of Students within two weeks after the student returns to the campus. After that, the grade may not be changed. Athlete students should follow the university policy to provide the instructor with travel schedule for excused absences.
- e. A student who misses an exam will be given the exam before the scheduled exam date/time, unless noticed otherwise.

### **Class participation**

All students are required to actively participate in class discussion. Two grades will be given by the instructor to each student for class participation.

### **Canvas**

This course uses Canvas. The professor will use Canvas to post narrations, files, forums, etc. Canvas is found at <http://canvas.njit.edu>.

### **Email and Announcements**

Students are required to check their NJIT email and Canvas announcements. The instructor sends emails to students frequently for announcements, reminders, etc.

### **Overall Assignment Guidelines**

Written work must be prepared in a professional manner. It is to be typed, with proper grammatical construction and correct spelling. The grade assigned to the work will reflect its analytical soundness. Written work must follow a reasonable outline, assumptions clearly stated, arguments carefully supported, and all secondary sources cited. Oral presentations must adhere to the same criteria.

### **Communication**

#### **a. Email Etiquette (to the instructor)**

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (MGMT 682) in the subject line.
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation, and the assignment details such as the title, number, quiz, or exam.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

#### **b. Checking email**

The instructor frequently sends emails to students' NJIT email accounts for important announcements. Students are required 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.

### **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](mailto:dos@njit.edu).

### **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 OARS ([oars@njit.edu](mailto: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 respect 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 class, **NO PHONES** are allowed in class, unless approved by the instructor.

### **Final Comments**

Students registered for this course assume full responsibility for reading and understanding the course administration stated in this file.