

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2024

BA4500 (A2): Advanced Research Methodologies – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Chuntai Jin, Ph.D. **PHONE:** (780) 593-2857
OFFICE: C309 **E-MAIL:** cjin@nwpolytech.ca
OFFICE HOURS: Tuesdays & Thursdays, 10:00 - 11:30 AM

CALENDAR DESCRIPTION:

Qualitative, quantitative, and mixed-method research methodologies are examined with special attention paid to ethical concerns in research, validity and reliability, and critical assessment of research tools. Students will conduct primary and secondary research presenting their findings in a formal APA research paper.

PREREQUISITES:

BA1010, BA2060

REQUIRED TEXT/RESOURCE MATERIALS:

- Textbook: Bougie, R., & Sekaran, U. (2020). *Research Methods For Business: A Skill Building Approach, 8th Edition*. Wiley.
- Suggested reading: American Psychological Association. (2020). *Publication Manual of the American Psychological Association (7th Edition)*

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person. This course includes lectures, readings, group discussions, quizzes, and in-class presentations. Students are responsible for discussions of required readings and individual exercises assigned by the instructor.

LEARNING OUTCOMES:

Upon successful completion of this course students will be able to:

- Distinguish between applied and basic research
- Explain the differences between qualitative, quantitative, and mixed research
- Understand the importance of ethical principles when conducting a research
- Explain the hypothetico-deductive method
- Demonstrate alternative perspectives on what makes good research
- Narrow down the management problem into a research problem
- Develop a research proposal in APA format
- Write a literature review and document the references in the prescribed manner
- Understand the importance of ethical issues of documenting the literature review
- Develop a theoretical framework that includes all relevant components
- Develop an appropriate research design that effectively tests hypotheses
- Differentiate primary from secondary data collection methods
- Explain the advantages and disadvantages of interviewing
- Define observation and discuss how observation may help to solve business problems
- Explain the advantages and disadvantages of observation
- Compare and contrast different types of questionnaires
- Explain how variables are measured
- Describe the characteristics of the four types of scales – nominal, ordinal, interval and ratio
- Describe validity and reliability and how they are established and assess the reliability and validity of a scale
- Describe and discuss the sampling process
- Explain how hypotheses can be tested with sample data
- Demonstrate three important steps in qualitative data analysis: data reduction, data display and drawing conclusions
- Write a thorough and complete research report
- Present an oral presentation based on their completed research report

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Quizzes	15%
Group Projects	15%
Assignments	20%
Presentation	15%
Research Report	35%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

STUDENT RESPONSIBILITIES:

- Attendance:** Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. Arriving late and leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.nwpolytech.ca/programs/grading-systems.html>
- Time Management:** Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in required readings and exercises.
- Cell Phones:** The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of sight.

- **Email:** Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.
- **Recording: Photographing and/or recording course content is strictly prohibited** unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Topics</u>	<u>Required Reading</u>
1. Introduction to Research Methodology	Chapter 1, 2
2. Research Process: Define the Problem Statement	Chapter 3, 4
3. Critical Literature Review	Chapter 5
4. Research Process: Theoretical Framework and Hypothesis Development	Chapter 6
5. Research Process: Research Design	Chapter 7
6. Data Collection Methods – Interviews, Observations, Questionnaires	Chapter 8, 9, 10
7. Sampling	Chapter 14
8. Qualitative Data Analysis	Chapter 17
9. Measurement and Scaling	Chapter 12, 13
10. The Research Report	Chapter 19