MGMT 8921 – 001 – Seminar in Research Methods
Spring 2016 – Wed 7:10-10:10pm - FCB 121
3 Credit Hours

Professor:  Dr. Charles A. (Chuck) Pierce
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Skype: capierce68 (Chuck Pierce)
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UM Web: http://www.memphis.edu/management/faculty/capierce.php

Course Overview
Research methods provides coverage of the steps involved in planning, conducting, and writing scholarly articles in the social/behavioral organizational sciences. Topics include research process; measurement issues; scale development and validation; experimental and quasi-experimental designs; nonexperimental research; sampling, hypothesis testing, effect size, power; multiple regression and correlation; factor analysis, path analysis, structural equations modeling; multilevel modeling; moderation & mediation; meta-analysis; and writing, review process, and research ethics.

Pre-Requisites
Students must be enrolled in the PhD Program in the Fogelman College of Business and Economics at the University of Memphis.

Required Textbooks

Course Description & Objectives
Research methods provides coverage of the steps involved in planning, conducting, and writing scholarly articles in the social/behavioral organizational sciences (e.g., management, marketing, information systems & technology). Topics include the following: (a) research process; (b) measurement issues such as reliability, validity, scale development and validation; (c) experimental and quasi-experimental designs; (d) nonexperimental (passive observational) research; (e) sampling, hypothesis testing, effect size, power; (f) multiple regression and correlation; (g) factor analysis, path analysis, structural equations modeling; (h) multilevel modeling; (i) moderation & mediation; (j) meta-analysis; and (k) writing, review process, and research ethics.

Upon successful completion of this seminar, students should be able to:
- Generate research ideas that have the potential to be published in a top-tier scholarly journal
- Ground hypotheses using new and/or existing theory
- Collect data that maximizes construct, internal, and statistical conclusion validity
- Analyze data using correlation, multiple regression, factor analysis, path analysis, structural equation modeling, and meta-analysis
- Craft research manuscripts that are written clearly and make a novel contribution

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the learning objectives for the PhD degree offered by the Fogelman College. Please review the learning objectives as a student in the PhD program: http://www.fcbeassessment.net/LearningOutcomes/PhDDegreeLearningOutcomes.pdf

Professor’s Expectations of Students
You and I are responsible for making this research methods seminar a positive learning experience. How much you desire to learn from this course is, however, your choice. I create a balance between presenting course material in class and fostering your involvement in discussions and assignments. My teaching goals are to facilitate discussions of course material, integrate course material in a manner that allows you to gain a sense of mastery of the topics covered, and promote critical, evaluative, independent thinking with respect to major topics in organizational research methods.

Class attendance and participation is REQUIRED. A complete understanding of the course material can be obtained only via the assigned readings combined with regular class participation. Thus, I require that you participate weekly in class discussions. I recommend that you complete all assigned readings prior to the weekly class discussions. Please be prepared to discuss the readings.

Grading and Evaluation Criteria
During the semester, you will have a variety of opportunities to earn points towards your final letter grade in this course. The subsequent sections of the syllabus describe the assessed work you will be doing and how final letter grades are computed.

Final Course Grades
Course grades are assigned based on your performance on the following items:

1. Cumulative Take-home Final Exam (100 points)
2. Research Proposal (100 points)
3. Class Attendance & Participation in Discussions (50 points)

The total number of possible points is 250. Course grades are assigned based on the total number of points you earn:

<table>
<thead>
<tr>
<th>Points</th>
<th>%</th>
<th>Final Grade</th>
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<tbody>
<tr>
<td>225 - 250</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>200 - 224</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>175 - 199</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>150 - 174</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0 - 149</td>
<td>0 – 59%</td>
<td>F</td>
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Course Activities
1. Cumulative Take-home Final Exam. All students must take a cumulative take-home final exam. Questions are in essay format and based on topics covered in the entire course. The exam will be administered on Wed April 20 and due Thu April 28. The exam is intended to assess knowledge and understanding of course topics, the ability to apply that knowledge to research problems, and the ability to integrate, compare and contrast, and constructively critique.

2. Research Proposal. Each student must develop a research proposal for an empirical study. The proposal must be 30 double-spaced pages or less and include the following sections: (a) Title Page, (b) Abstract, (c) Introduction with Hypothesis/Model Development; and (d) detailed description of
Methods (Research Design; Sample; Procedures; Measures; Analytic Strategy). The proposal must be written in strict adherence to the format guidelines outlined in the Publication Manual of the American Psychological Association (6th ed., 2010). Proposal topics must be approved by Dr. Pierce by Wed Feb 24. Proposals must be submitted in the eCourseware Dropbox by Thu April 28.

3. **Class Attendance & Participation in Discussions.** This is a doctoral seminar. Weekly attendance is REQUIRED. Each student is expected to contribute to the class discussion every week in terms of asking/answering questions, offering opinions on the strengths/weaknesses of assigned readings, etc.

**Online Website: eCourseware**
The hub for this seminar is the eCourseware website, provided by D2L (Desire to Learn). You will access the website at elearn.memphis.edu using your U of Memphis UUID and password. The minimum technology requirements can be found at http://www.memphis.edu/ecampus/technical.php. You are responsible for ensuring that you have access to the website and technology requirements so that you can complete the course requirements.

If you encounter technical difficulties and need technical support with eCourseware, you should contact the University Help Desk (see contact information on eCourseware home page). I can answer general questions about how to use eCourseware and related course components, but cannot provide individual technical support to assist you with computer problems.

Use of the eCourseware website is asynchronous, meaning you can log on anytime 24 hours a day, 7 days a week, from anywhere in the world as long as your computer is connected to the internet.

**Course Policies**

**E-mail**
Students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student's responsibility.

**Attendance**
Class attendance is mandatory. I understand that students occasionally must miss class due to legitimate reasons. If you miss a class, I trust you that it's for a good reason (i.e., I do not need a written excuse or proof of why you missed). I consider missing more than two classes to be a significant problem that will result in a lowered in-class participation grade. Due dates and deadlines have been established for each graded assignment. If an emergency arises, it's the student's responsibility to contact the professor prior to the deadline to discuss the matter. A deadline extension will be considered only if both of the following conditions are met: (1) extreme emergency, and (2) professor contacted prior to the due date.

**Academic Integrity**
The University of Memphis has codes regarding cheating and classroom misconduct. Please refer to the Student Handbook section on academic misconduct for a discussion of these codes: Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity. I do not tolerate cheating or plagiarism, and will accept no excuses for dishonest behavior. By taking this course, students agree that their written assignments may be submitted to Turnitin.com or a similar electronic detection method for the purposes of detecting plagiarism. Blatant plagiarism will result in a failing grade on the assignment and may be reported to the University for further action.
Extra Credit
There is no extra credit offered in this course. Your final grade will be computed based on your performance on the course activities previously described in this syllabus.

Syllabus Changes
The professor reserves the right to make changes to this syllabus with reasonable prior notice to students. If changes are necessitated during the term of the course, the professor will immediately notify students of such changes by individual email communication and posting notification and nature of change(s) on the eCourseware news feed.

Student Services
Please access the FCBE Student Services page for information about:
- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Course Schedule: Overview

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Jan 20</td>
<td>Research Process: Scientific Method, Philosophy of Science, Research Problems, Theories, Constructs, Variables, Scales of Measurement</td>
</tr>
<tr>
<td>Jan 27</td>
<td>Measurement: Reliability</td>
</tr>
<tr>
<td>Feb 3</td>
<td>Measurement: Validity</td>
</tr>
<tr>
<td>Feb 10</td>
<td>Measurement: Scale Development &amp; Validation</td>
</tr>
<tr>
<td>Feb 17</td>
<td>Design: Experimental</td>
</tr>
<tr>
<td>Feb 24**</td>
<td>Design: Quasi-Experimental</td>
</tr>
<tr>
<td>Mar 2</td>
<td>Design: Nonexperimental</td>
</tr>
<tr>
<td>Mar 9</td>
<td><strong>NO CLASS; SPRING BREAK</strong></td>
</tr>
<tr>
<td>Mar 16</td>
<td>Analysis: Sampling, Hypothesis Testing, Effect Size, Power</td>
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<tr>
<td>Mar 30</td>
<td>Analysis: Factor Analysis; Path Analysis; Structural Equations Modeling</td>
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<tr>
<td>Apr 6</td>
<td>Analysis: Multilevel Modeling/Hierarchical Linear Modeling</td>
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<tr>
<td>Apr 13</td>
<td>Analysis: Moderation &amp; Mediation</td>
</tr>
<tr>
<td>Apr 20</td>
<td>Analysis: Meta-analysis</td>
</tr>
<tr>
<td>Apr 27</td>
<td>Publishing: Writing, Review Process, Research Ethics</td>
</tr>
<tr>
<td>Apr 28</td>
<td>Take-home Final Exam &amp; Research Proposals Due in Dropbox by 11:00pm CT</td>
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</table>

**Research Proposal topic must be approved by Feb 24**
Course Schedule: Topics and Required Readings

**Week #1 – Wed Jan 20**

**Topics**: Research Process: Scientific Method, Philosophy of Science, Research Problems, Theories, Hypotheses, Constructs, Variables, Scales of Measurement

**Chapters**
Schwab (2011): Chapters 1 & 2

**Articles**


**Week #2 – Wed Jan 27**

**Topics**: Measurement: Reliability

**Chapters**
Schwab (2011): Chapter 17

**Articles**


Week #3 – Wed Feb 3

Topics: Measurement: Validity

Chapters
Schwab (2011): Chapter 3

Articles


Week #4 – Wed Feb 10

Topics: Measurement: Scale Development & Validation

Chapters
Schwab (2011): Chapter 4

Articles

Week #5 – Wed Feb 17

Topics: Design: Experimental

Chapters
Schwab (2011): Chapters 5 & 6
Shadish et al. (2002): Chapter 1, 2, 3, 8, 9

Articles


Week #6 – Wed Feb 24

Topics: Design: Quasi-Experimental

Chapters
Schwab (2011): Chapter 6
Shadish et al. (2002): Chapter 4, 5, 6

Articles

Week #7 – Wed Mar 2

Topics: Design: Nonexperimental

Chapters
Schwab (2011): Chapter 7

Articles

Week #8 – Wed Mar 9 (**NO CLASS, SPRING BREAK**)

Week #9 – Wed Mar 16

Topics: Analysis: Sampling, Hypothesis Testing, Effect Size, Power

Chapters
Schwab (2011): Chapters 8, 9, 12, & 13

Articles


**Week #10 – Wed Mar 23**

**Topics**: Analysis: Correlation & Multiple Regression

**Chapters**
Schwab (2011): Chapters 10, 11, & 18
Cohen et al. (2003): Chapter 1, 2, 3, 4, 5, 6, 8, 10, 11

**Articles**

**Week #11 – Wed Mar 30**

**Topics**: Analysis: Factor Analysis; Path Analysis; Structural Equations Modeling

**Chapters**
Schwab (2011): Chapter 19
Cohen et al. (2003): Chapter 12

**Articles**


**Week #12 – Wed Apr 6**

**Topics**: Analysis: Multilevel Modeling/Hierarchical Linear Modeling

**Articles**


Week #13 – Wed Apr 13

Topics: Analysis: Moderation & Mediation

Chapters
Schwab (2011): Chapter 19
Cohen et al. (2003): Chapter 7 & 9

Articles


Week #14 – Wed Apr 20

Topics: Analysis: Meta-analysis

Chapters
Schwab (2011): Chapter 14
Shadish et al. (2002): Chapter 13

Articles


**Week #15 – Wed Apr 27**

**Topics:** Publishing: Writing, Review Process, Research Ethics

**Chapters**

Schwab (2011): Chapters 15 & 21

**Recommended Book**


**Articles**


**Revised:** 10 Nov 2015