

Instructor: Dr. DJ Bava, Ed.D., MBA
Office Hours: M/W 2:30pm – 3:30pm

Office: Valfiorita 1b

Course Description (Franklin College Switzerland 2001-2002 Catalog):

This course focuses on research methodology, including the use of surveys and statistical research. The class reviews standard topics such as secondary data research, organization of research, sample size, and basic statistics. The course then focuses on the creation of effective methods of research, to include chi-square analysis, Factor Analysis, ANOVA and MANOVA. Students learn about methods including experiments, observations, focus groups, telephone surveys, mail surveys, and panel data. **The largest component of the class will focus on the creation of a good survey. The organization of a survey, what questions to ask, what the wording of the questions should be, what scales to use, the issue of closed-ended versus open-ended questions, coding and tabulation of surveys, are all topics that will be covered. Also included is the writing of a clear and concise research report.**

Course Objectives:

This course will emphasize research as an aid to management decision making. In addition to structured lectures, we will partake in exercises, discussions, case discussions, and the development of a survey. The survey instrument will be used to analyze strategy formulation and implementation in diverse markets and companies. The perspectives, concepts and methods in the course will help you learn the crafts of strategic management, business venturing and consulting. The course is by its nature multidisciplinary. We strike a balance between strategies and strategic processes and between individual perspectives and their integration.

General Comments on the Course:

This course is designed to: **a) Have you experience and appreciate the real-world problems of general managers in an international business enterprise; b) Integrate your previous course learning and sharpen your sense for blending functional with strategic management in analyzing a business and management problem; c) Prepare you to deal with important tasks in general management, such as organizing new ventures, initiating strategic transformations, or planning for more effective competition; d) Introduce the best thinking in strategy out of management practice and research; and e) Instill a broadened perspective, competence, and familiarity with good practice to succeed in managing a global business enterprise.**

Upon completion of this course, you will have the following competencies, the ability to: **a) Interpret marketing research and limitations; b) Match appropriate techniques to examine opportunities and solve problems; c) Develop and apply and interpret a subset of market research techniques, including focus groups, depth interviews, and surveys; and d) Evaluate marketing research techniques and results.**

The new analytical tool consists in applying this test. Observe closely, record findings exactly, and frame generalities that cover the facts, without coloring from myth, poetry, or other preconceived idea. The lessons learned will enable you to predict without fail the future behavior of things and thereby guide action with assurance and wisdom. Knowledge is Power!

Evaluation and Grading:

Your grade in the course will be determined by your performance over several activities. The weight given to each is as follows:

	%	Points
First Case Study	20.0	100
Second Case Study	20.0	100

Third Case Study	20.0	100
Subjective Assessment	6.0	30
Final Case Study	34.0	170
Total	100.0	500

Your grade will be determined solely based on your performance on the case studies and activities indicated. There will be NO extra credit. The only points that can be earned are noted above.

Text:

Zikmund, William G. (2000). Exploring Marketing Research, 7th Edition, Dryden Press, shrink-wrapped with SPSS CD.

Suggested Reading: Thompson, Arthur A., Jr. A.J. Strickland III and Tracy Robertson Kramer. (1998). Readings in Strategic Management. 10th Edition, Boston: Irwin/McGraw-Hill.

Suggested Reference: Gall, Meredith D., Borg, Walter R., Gall, Joyce P. (1996), Educational Research, An Introduction, 6th Edition, Longman Publishers.

Suggested Reference: Schuyler, W. Huck and Cormier, William H. (1996). Reading Statistics and Research, 2nd Edition, Harper Collins College Publishers.

Methodology:

The format of the class will be lecture-oriented, based on the assigned reading and exercises. Strategic Briefs will be assigned routinely that will also provide the basis for class discussion. Class participants are encouraged to actively engage the instructor to clarify points, and ask questions pertaining to the issues at hand, and to seek assistance during posted office hours

Preparation includes (1) reading material, (2) writing strategic briefs for assigned problems, and (3) identifying questions that you need answered for case studies. Attendance may be taken and assignments may be picked up on an unannounced basis. Also, students may be asked to present briefs in class. While attendance and homework assignments will not be graded per se, they may factor into the Subjective Assessment noted in the Evaluation and grading section.

Attendance Policy:

Attendance will be taken regularly. A student who for no valid reason remains absent from campus for an excessive length of time during the semester may be asked to withdraw from the course and from the college. Non-compliance with the expectation of attendance may result in the student being dropped from the roll for the course by the professor in consultation with the Dean and, in any case, will incur a reduction of the student's final grade by up to 15% after the course evaluation criteria (see section below) have been computed. The reduction of the final grade will be determined by the instructor after a careful consideration of the following guidelines:

1 – 3 unexcused absences: reduction by up to 5%.

4 – 6 unexcused absences: reduction by 6 – 15%.

More than 6 unexcused absences: grounds for withdrawal from the course.

Students who miss a class due to illness must provide the instructor with a valid medical certificate if they wish to prove cause of absence.

Students will be expected to arrive for class promptly. Tardiness is distracting and time consuming for both the instructor and class participants. Students who consistently arrive late will be charged with unexcused absences which may affect final grades as noted above.

Course Calendar:

Bus 485

Date: _____ Text Chapters - Topics

Mon. Aug. 27	Introduction to Course, Class Introductions, Review Outline
Wed. Aug. 29	Chapter 1 – The Role of Marketing Research
Fri. Aug. 31	Chapter 2 – Information Systems and Knowledge Management
Mon. Sep. 03	Chapter 3 – The Marketing Research Process
Wed. Sep. 05	Chapter 4 – The Human Side of Marketing Research
Fri. Sep. 07	Chapter 5 – Beginning Stages of the Research Process
Mon. Sep. 10	Chapter 6 – Exploratory Research and Qualitative Analysis
Wed. Sep. 12	First Case Study: Chapters 1-6
Fri. Sep. 14	Chapter 7 – Secondary Data Research in a Digital Age
Mon. Sep. 17	Chapter 7 – Secondary Data Research in a Digital Age
Wed. Sep. 19	Chapter 8 – Survey Research: An Overview
Fri. Sep. 21	Chapter 9 – Survey Research: Basic Methods of Communication with Respondents
Mon. Sep. 24	Chapter 9 – Survey Research: Basic Methods of Communication with Respondents
Wed. Sep. 26	Chapter 10 – Observation
Fri. Sep. 28	Chapter 11 – Experimental Research
Mon. Oct. 01	Chapter 11 – Experimental Research
Wed. Oct. 03	Chapter 12 – Test Marketing and Complex Experiments
Fri. Oct. 05	Second Case Study: Chapters 7-12
Mon. Oct. 08	Chapter 13 – Measurement
Wed. Oct 10	Chapter 14 - Attitude Measurement

Date: **Text Chapters - Topics**

Fri. Oct. 12	Chapter 15 – Questionnaire Design
October 15-26	Academic Travel
Mon. Oct 29	Chapter 15 – Questionnaire Design
Wed. Oct. 31	Chapter 16 – Sampling Designs and Procedures
Fri. Nov. 02	Chapter 16 – Sampling Designs and Procedures
Mon. Nov. 05	Chapter 17 – Determination of Sample Size
Wed. Nov. 07	Chapter 17 – Determination of Sample Size
Fri. Nov. 09	Chapter 18 – Fieldwork
Mon. Nov. 12	Third Case Study: Chapters 13-18
Wed. Nov. 14	Chapter 19 – Editing and Coding: Transforming Raw Data Into Information
Fri. Nov. 16	Chapter 20 – Basic Data Analysis: Descriptive Statistics
Mon. Nov. 19	Chapter 20 – Basic Data Analysis: Descriptive Statistics
Wed. Nov. 21	Chapter 21 - Univariate Statistical Analysis: Tests of Differences
Fri. Nov. 23	Thanksgiving Break
Mon. Nov. 26	Chapter 22 – Bivariate Statistical Analysis: Tests of Differences
Wed. Nov. 28	Chapter 22 – Bivariate Statistical Analysis: Tests of Differences
Fri. Nov. 30	Chapter 23 – Bivariate Statistical Analysis: Measures of Association
Mon. Dec. 03	Chapter 24 – Multivariate Statistical Analysis
Wed. Dec. 05	Chapter 25 – Communicating Research Results: Research Report, Oral Presentation, and Research Follow-Up
Thurs. Dec. 06	Reading Day
Mon. Dec. 12	Final Exam- Case Study: Chapters 19-25

Other Important Dates to Remember:

August 30	Deadline for Drop/Add/Audit
Oct. 29 – Nov. 09	Advising and Registration
November 02	Last Day to Withdraw with a “W”

Statement on Cheating and Plagiarism:

A student, whose actions are deemed by the College to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the College and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the College. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the College. Cheating reflects negatively on one’s personal integrity. Cheating is unjust to those students who have studied.

Consequently, the College has adopted the following code:

When an examination is in progress, all unauthorized books, notes, papers and notebooks must be left outside the classroom, or, where this is not feasible, left beneath the student's seat unopened.

So far as logistically possible, students will be asked to distribute themselves around the room during an exam so as to leave the widest possible space between them.

During the examination only the blank paper required for the examination and a pencil, pen or other tools as permitted by individual instructors may be on the desk.

Should an instructor see written crib notes in evidence during an exam, the presumption will be that the student is using those notes for cheating on an exam.

If a student must leave the classroom during an examination due to physical duress, the student must turn in the exam and will not be allowed to return during the examination period. No make-up examination will be administered.

It is within the prerogative of the instructor to take a student's paper during an exam and to ask that student to take an oral exam, or another exam, at the instructor's choice.

A student found cheating will be reported to the Dean of the College and may be called before the Student Appeal and Grievance Hearing Board for further disciplinary action.

A student found cheating on an exam would be given an "F" for that examination. If it is a final examination, the student may be given an "F" for the course.

A student whose paper or assignment has clearly been plagiarized will receive an "F" for that paper. Notification will be sent to the Dean of the College. A second offense in that, or any other, course may result in dismissal from the College.

Cases of academic dishonesty may be handled by the instructor in whose course the violation occurred if the matter is a result of student ignorance or is a first offense. The instructor will assess the severity of the violation and impose an appropriate penalty. In the event of a repetition of dishonesty, the matter will be referred to the Dean of the College, and the student will risk expulsion from the College.

Please also note: Only conventional calculators will be permitted in class.