

**EMBA 595 01W Research Methods for Executives
Syllabus – August 26-November 3, 2013**

COURSE INFORMATION

- Internet based

Professor Contact Information

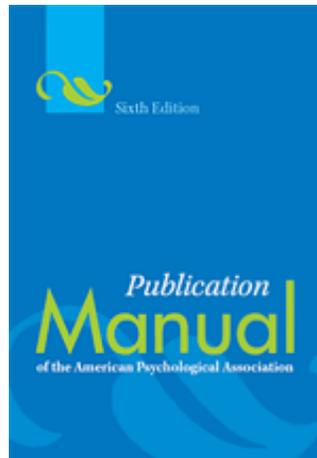
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- Office hours – Monday and Thursday, 9:00-1:00 pm

Materials – Text, Readings, Supplementary Readings

Required Textbook: Perrin, R. (2011). *Pocket Guide to APA Style* (4th ed.). Boston, MA: Wadsworth Cengage Learning. ISBN-9780495912637



Optional Textbook: American Psychological Association. (2010). *Publication manual* (6th ed.) ISBN-10: 1-4338-0561-8 (softcover) –This text provides guidance on all aspects of the writing process.



Course Description:

This course is a study of the research methods and processes applicable to the global workplace. Students will be required to develop a research document consistent with those performance specifications provided within the EMBA 595 course guidelines. Discussions among students will address various research procedures, APA formatting, and global business issues.

Course Outcomes/Objectives:

1. Understand the importance of American Psychological Association (APA) formatting and the various methods of research including quantitative and qualitative.
2. Know how to format page headers, in text citations, and references using APA style.
3. Research a global business issue and create a synopsis using APA formatting.
4. Discussion of current global business issues, APA formatting, and research procedures.
5. Collaboration and development of a white paper on a selected global business issue using APA formatting.

TECHNOLOGY REQUIREMENTS:

The following information has been provided to assist you in preparing to use technology in your Internet based course.

The following technology is required to be successful in this course.

Internet connection – high speed recommended (not dial-up)

Word Processor (Microsoft Office Word – 2007 or 2010)

Access to University Library site

Access to an Email

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (7.0, 8.0, or 9.0).

Courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

Grade Assessment:

A final grade will be based on performances related to (1) class participation as determined by student input during discussions, (2) assignments, and (3) the final white paper. Accumulative points will be generated based on varying values of these four activities. Grades will be based on A for >90% efficiency, B for >80% efficiency, C for >70% efficiency, and etcetera.

The following grading rubrics will be used in grading Assignments and Discussion Boards:

Assignment Grading Rubric			
Max Score		Description	
30	Proficient Utilized appropriate information from text and presentation to meet the objective of the assignment (21-30 points)	Needs improvement Minor errors in utilization or application of information from text and presentations (10-20 points)	Unacceptable Did not utilize information from the text or presentations (0-19 points)
60	Appropriately addressed each assigned areas of research (30-60 points)	Addressed some of the assigned areas of research (20-29 points)	Did not address the assigned areas of research (0-19 points)
10	No spelling, grammar, or APA formatting errors (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
Total: 100			

Discussion Board Grading Rubric			
Max Score		Description	
70	Proficient: Engaged in a professional conversation with colleagues. (51-70 points)	Needs improvement: Conversation lacks substance (35-50 points)	Unacceptable: Did not engage in a professional conversation with colleagues (0-34 points)
30	No spelling, grammar, or APA formatting errors (30 points)	Minor errors in spelling, grammar, or APA formatting. (20-29 points)	Major errors in spelling, grammar, or APA formatting. (0-19 points)
Total: 100			

Team White Paper Grading Rubric			
Max Score		Description	
100	Proficient Utilized appropriate information from text and presentation to meet the objective of the assignment (70-100 points)	Needs improvement Minor errors in utilization or application of information from text and presentations (30-69 points)	Unacceptable Did not utilize information from the text or presentations (0-29 points)
100	Appropriately addressed each assigned areas of research (70-100 points)	Addressed some of the assigned areas of research (30-69 points)	Did not address the assigned areas of research (0-29 points)
50	No spelling, grammar, or APA formatting errors (50 points)	Minor errors in spelling, grammar, or APA formatting (25-49 points)	Major errors in spelling, grammar, or APA formatting (0-24 points)
Total: 250			

Scale For Evaluating Final Course Presentation:

- a) Exceeds Expectations (89.5-100.0): Is outstanding, reflects critical research and writing components satisfying all performance specifications, represents exemplary, creative work, and may be cited as an outstanding example of graduate work.
- b) Meets Expectations (79.5-89.4): Satisfies most performance specifications, includes most, but not all, essential writing and research components, and may be sometimes used as an example of acceptable graduate work.
- c) Minimal Success (69.5-79.4): Includes some required components, lacks graduate competence, marginally satisfies performance specifications, contains simple writing and investigative errors, and is generally not referenced as an example of graduate work.
- d) Needs Improvement (59.5-69.4): Lacks major core components, includes non-professional presentational and organizational techniques, represents poor work and repetitious errors, void of creative thinking and writing, may contain excessive paraphrasing, and is easily dismissed for future reference.
- e) Unsatisfactory (59.4 or less): Is incomplete in required and/or selected components, insufficiently addresses performance specifications, contains inappropriate presentational skills, may include plagiarism and/or excessive paraphrasing, is absolutely representative of non-commendable work, and is totality unacceptable.

Course Requirements:

Week 1: APA Formatting

Read: pp. 1-37 (Pocket Guide to APA Style)

Discussion Board: One **post by August 29th** and **one reply by September 1st** to a fellow classmate to the discussion topic.

Assignment (Course Objective 1): Why APA Style? – Due September 3rd

For business students, documenting your research is a means to strengthen the presented problem or issue being researched, and as way to protect against plagiarism. A specific writing format will enhance the organization and readability of a writer's document. It will also help a reader locate a writer's sources (by way of *in text* citations and references).

The *EMBA 595 Research Methods for Executives* course introduces students to a writing style called APA (American Psychological Association) which is predominantly used in business research.

EMBA 595 students will be completing a series of assignments and discussions during the next ten weeks which will ultimately lead to a completed *white paper* using APA writing style. All sources cited in the *white paper* are to be scholarly (peer reviewed) articles. **Note:** Magazines, newspapers, and blogs are not considered peer reviewed sources and cannot be used in a *white paper*.

- Go to Doc Sharing tab (available in the eCollege course) and download the file labeled *Why APA Style?*
- Follow the instructions contained in the *Why APA Style* document.
- Once you have completed the document, save it, close it.
- Submit completed assignment to the Week 1 Dropbox.

Week 2: APA Formatting

Read: pp. 39-75 (Pocket Guide to APA Style)

Discussion Board: One **post by September 5th** and **one reply by September 8th** to a fellow classmate to the discussion topic.

Assignment (Course Objective 2): Using Online Library Databases – Due September 9th

This assignment will get you started on how to search for business related articles using the Gee Library online databases. Go to the Gee Library Home Page and explore the available article search options (link available under *Course Home* in the eCollege

course). On the Gee Library Home Page select the link labeled *Research help and/or consultation from highly skilled and knowledgeable librarians*. If at any time you need help with an online search, you should contact Sarah Northam by email. For Week 2 Assignment complete the following:

Find and save a copy of a **current online scholarly peer reviewed business journal** article that is **qualitative study**.

Find and save a copy of a **current online scholarly peer reviewed business journal** article that is **quantitative study**.

Create a Title Page (refer to p. 25 in Pocket Guide to APA Style).

On p. 2, in your own words write (**do not use direct quotes**) two to three paragraphs, double-spaced, with heading/subheading, and *in text* citations, indicating the main differences you found for the qualitative vs. quantitative study (should have a minimum of 1/2 page of textual content). Note: Format page header for p. 2.

On p. 3, list the two references (Note: Format the references as if you had a print version in hand, not an electronic version). For reference examples see p. 125 and p. 134 in Pocket Guide to APA Style.

Complete a spelling and grammar check and ensure that you have formatted all parts of your paper in APA style.

Note: Avoid plagiarism (refer to p. 19 in Pocket Guide to APA Style).

Submit completed assignment to the Week 2 Dropbox.

Week 3: APA Formatting

Read: pp. 77-137 (Pocket Guide to APA Style)

Discussion Board: One **post by September 12th** and **one reply by September 15th** to a fellow classmate to the discussion topic.

Assignment (Course Objective 3): Global Business Issue Synopsis – **Due September 16th**

This assignment will get you started on how to do an article search using the Gee Library online databases. Select a specific **current global business issue** and complete the following search using the Gee Library online databases:

- Find and save a copy of two **current online scholarly peer reviewed business journal articles** related to your chosen topic.
- Create a Title Page (refer to p. 25 in Pocket Guide to APA Style).
- For each article write in your own words a one paragraph synopsis (two paragraphs should total at least ½ page of textual content), double-spaced, with headings/subheadings, and *in text* citations (**do not use any direct quotes**). This will be p. 2 of your assignment. Note: Format page header for p. 2.

- On p. 3 list the two references (Note: Format the references as if you had a print version in hand, not an electronic version). For reference examples see p. 125 and p. 134 in Pocket Guide to APA Style.
- Complete a spelling and grammar check and ensure that you have formatted all parts of your paper in APA style. Note: Avoid plagiarism (refer to p. 19 in Pocket Guide to APA Style).
- Submit completed assignment to the Week 3 Dropbox.

Weeks 4-10 Overview:

Week 4: Teams will discuss current global business issues.

Week 5: Teams will select a current global business issue.

Week 6: Team will research the selected current global business issue gathering scholarly peer reviewed articles. **Note:** All team members are to participate in collecting the articles. Team member who fails to participate can be removed from the team.

Week 7: All team members will continue to research their selected current global business issue gathering additional articles. Each team member will read and glean from all collected articles what they feel is the most interesting and relevant information that could be incorporated into their *white paper*. **Note:** At the end of Week 7, teams should have a minimum of twenty scholarly articles that have been reviewed by all team members.

Week 8: Teams are to submit a rough draft of their white paper using APA formatting. **Note:** All team members are to participate in the rough draft.

Week 9: Teams are to begin finalizing their Team White Paper. **Note:** All team members are to participate in finalizing the white paper. Team member who fails to participate can be removed from the team.

Week 10: Submit Team White Paper.

Week 4: Global Business Issues

Discussion Board (Objective 4): One **post** by **September 19th** and **three replies** by **September 22nd** to a fellow classmate to the discussion topic.

Week 5: Global Business Issues

Discussion Board (Objective 4): One **post by September 26th** and **three replies by September 29th** to a fellow classmate to the discussion topic.

Week 6: Global Business Issues

Discussion Board (Objective 4): One **post by October 3rd** and **three replies by October 6th** to a fellow classmate to the discussion topic.

Week 7: Team Project

Discussion Board (Objective 4): One **post by October 10th** and **three replies by October 13th** to a fellow classmate to the discussion topic.

Week 8: White Paper Rough Draft

Assignment (Objective 5): White Paper Rough Draft – **Due October 21st**

Rough Draft (using APA 6th edition format) is to include the following:

Title Page – See example Title Page in Doc Sharing (Include all team members names)

Abstract

Introduction (Address the issue) – Minimum one page

Discussion (Address what was found in the article search) – Minimum six pages

Conclusion (Propose a solution to the issue) – Minimum one page

References (A list of references will be required for *in text* citations used in the White Paper Rough Draft)

Note: Upon completion of the rough draft be sure that all team members that participated have a copy of the completed file to upload to the **Week 8 Dropbox**.

Week 9: Finalizing White Paper

Continue finalizing the Team White Paper.

Discussion Board (Objective 4): One **post by October 24th** (Note: No replies are required for this discussion board).

Week 10: Team White Paper

Assignment (Objective 5): Team White Paper – **Due October 30th**

Note: Upon completion of the Team White Paper be sure that all team members that participated have a copy of the completed file to upload to the Dropbox.

Submit completed assignment to Week 10 Dropbox.

ACCESS AND NAVIGATION

Access and Log in Information

This course will be utilizing eCollege to enhance the learning experience, eCollege is the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamuc.edu/Login.aspx> or <http://www.online.tamuc.org>

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week. If you experience issues while taking your exams or at any other point, feel free to contact the support desk.

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to Dropbox, How to post to discussions and etcetera)

COURSE AND UNIVERSITY POLICIES

Course Policies

Communicating with your Instructor:

Since this is an online course, communication will be conducted via myLeo Email. All Email correspondence will be through eCollege and myLeo.

Subject lines for all Email correspondence are required to have **EMBA 595** as the first item in the subject line. **All email messages must contain student name as the last line in the message.** Without the correct subject line and student identification, Email Spam filters used by TAMU-C will place your message in a junk Email folder where your message will be automatically deleted. Remember to professionally compose your Email messages with proper grammar and spelling and by using a professional tone toward your instructor.

Properly addressed and signed Emails will be replied to within 24 to 48 hours Monday-Friday. If a face-to-face conference is needed between the student and instructor in the instructor's office, an appointment **must** be made several days in advance by the student.

Attendance & Participation:

No attendance policy will be imposed for this online course. However, students will need to complete all assignments and course requirements consistent with the assignment schedule. Excused absences will not generate extra time for meeting deadlines and scheduled events. Since late assignments are not

accepted, you are strongly encouraged to submit assignments prior to the due dates. Students will be expected to participate consistent with course objectives and goals.

Academic Integrity

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. Please ask me if you have questions about what is proper and what is not.

Intellectual Ownership:

When reviewing the literature, one frequently peruses written thoughts, findings, conclusions, and perspectives of individuals and organizations that may be used to create credibility and/or rationale from investigative studies. A problem, however, is how to capitalize on such information, yet not violate the principles of intellectual ownership. One solution involves answering two questions: (1) what is plagiarism? (2) How is plagiarism avoided? Simply stated, plagiarism is claiming another person's or organization's works as one's own. Such violations may be avoided by knowing how to use and acknowledge the works of others. The 6th Edition of the Publication Manual of the American Psychological Association states: "Authors do not present the work of another as if it were their own work" (p. 16). "Whether paraphrasing, quoting an author directly, or describing an idea that influenced your work, you must credit the source" (p. 170). Quotation marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you will need to cite it in the text.

Some people seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. However, information on the web must be properly cited just as you would any "hard copy" periodicals. In this course, APA style citation is expected. Any written assignments must include in-text citations as well as a separate reference page. The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: <http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>.

To avoid plagiarism an individual must give credit wherever he or she uses:

- another individual's idea, opinion, or theory
- facts, statistics, graphs, and drawings that are not common knowledge
- quotations of another individual's spoken or written words
- paraphrase another individual's spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

Acts of plagiarism will result in writing assignments and research projects assigned a grade of '0' for the first offense. Upon the second offense, student will be referred to the Dean of Student Services and will receive a grade of 'F' for the course with possible removal from the program and university. Texas A&M University-Commerce has purchased a license for TurnItIn.com which checks for plagiarism. All

submitted course requirements may be submitted to this service. If the report generated notes that your work is plagiarized, you will receive an 'F' for that course requirement and course.

Requests for Special Accommodations:

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. An individual instructor cannot decide to make accommodations for you without that Committee's approval.

ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu