



**GMGT 7080 (A02) (3.0 CH)**  
**RESEARCH METHODS**  
**Fall 2008**

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**INSTRUCTOR**

Name: Dr. Chris Adams  
Phone: 474-6797  
Fax: 474-7545  
Email: [adamsc@cc.umanitoba.ca](mailto:adamsc@cc.umanitoba.ca)  
Office Location: 676 Drake  
Office Hours: Wed. 1:30-2:30pm

**COURSE DESCRIPTION**

This course provides the principles of research theory, design and data collection relating to business research decisions. Examples are drawn across the areas of marketing management, industrial relations, policy analysis, etc. Both cases and computer-based exercises are used.

Increasingly senior business managers are recognizing the value of using research to help develop strategies. This includes research on issues involving internal operations, quality control, employee studies, expanding existing markets, advertising testing, branding, or developing new products and services for new markets. This course will include the fundamentals of research design, survey design, fielding research projects, sample design, data input, statistical analysis, as well as secondary research.

**LEARNING OUTCOMES**

Learning outcomes include the following:

- Understanding of the principles of research
- Ability to assess secondary research documents and reports
- Understanding of the principles of qualitative and quantitative research methods
- Basic understanding of SPSS and data processing
- Ability to understand basic statistics relating to univariate and bivariate analysis
- Ability to conduct a primary research project from start to finish

## **COURSE REQUIREMENTS & LEARNING ASSESSMENT**

Students will be expected to do all the readings and to be prepared to respond to discussions in class. Furthermore, a few “hands-on” computer exercises will be conducted.

- One Presentation of a course reading to class by student teams (15%)
- Mid-Term Test (15%)
- Term paper – A business research case-study project (10% for outline and 30% for paper)
- Final exam (30%)

## **REQUIRED TEXT**

One book has been ordered for this course:

Alan Bryman & Emma Bell, *Business Research Methods: Second Edition*, Oxford: Oxford University Press, 2007.  
(ISBN-10# 0-19-928498-9).

This book covers the basics of business research, largely using social science and market research principles. It also includes links to a website for students to use as a learning resource.

There will also be supplementary readings for most weeks. These will be made available in class or via the MBA website. The lecture notes will also be provided to students one day prior to each class.

## **PRESENTATION**

For most weeks time will be set aside so that teams of students can present a research journal article to class. This will involve a presentation on the key elements of the article, a two-page (max) handout for the class, and a follow up class discussion, which is lead by the group. This presentation is worth 15% and this mark will be assigned to the team as a whole.

## **MID-TERM TEST**

The mid-term test will be based on a series of multiple-choice questions (15%). The date and time is to be announced by the MBA office.

## **TERM PAPER**

The term paper will be based on conducting a business research study. A handout on the paper's requirements will be provided to students in class. Students must prepare a proposal for the study (10%) and then prepare the term paper, which is worth a total of 30%.

It is assumed that students are able to write social science or business-oriented academic research papers. Furthermore, it is expected that proper formats will be used for footnotes (or endnotes) and bibliographies. Marks will be deducted for not using proper reporting standards.

Please refer to your textbook (Chapter 27) for advice on writing a term paper. Some other guides can provide useful information in this area as well, including suggestions regarding logical argument, referencing sources, etc. The following are two suggested sources:

Northey, Margot, Lorne Tepperman, and James Russell. *Making Sense in the Social Sciences*, 2<sup>nd</sup> ed. (Toronto: Oxford University Press, 2002).

Turabian, Kate. *A Manual for Writers of Term Papers, Theses and Dissertations*. (Chicago: University of Chicago Press, 1987) newer editions are available.

All assignments are to be computer printed. Readability is important therefore poor neatness, spelling, and grammar will affect the mark given. Just as one would not submit a sloppy report to a board of directors, a meeting of investors, or your banker, submitting sloppy assignments or reports in this class is a no-no.

The main body of the papers (that is, excluding end-notes and bibliography) are to be no longer than 10 double-spaced typed pages with reasonable font sizes and margins. Significant departures from expectations regarding length or format may result in a penalty. Papers are to be submitted in class. Late papers may be submitted at the MBA office during regular office hours, but must be date-stamped by the administrator. With the exception of those who have documented reasons for being late (e.g. doctor's note etc.) a penalty of 2 points out of 30 will be deducted for every day that the paper is late.

Please Note: At the discretion of the instructor, some students may be required to pass a brief oral examination regarding their submitted research paper. This examination may affect the mark of the paper.

## **COURSE OUTLINE AND READINGS**

Students are expected to read the textbook chapters as they are listed for each week as well as all other readings that are presented by other students. The lectures and readings will serve as a major basis for the presentation, midterm test, term paper and final exam.

It is strongly advised that students work on this course as each week proceeds. This is not the type of course where students can quickly catch up in the end.

## **TENTATIVE COURSE STRUCTURE**

### **Week 1: Course Introduction – October 2**

Review objectives/why study this stuff  
Hand out and discuss course outline (this)  
Discussion of expectations and assignments  
Business research methods - introductory lecture

**Please read Chapter 1 from the textbook following this lecture**

## **Week 2: Design and Quantitative Research – October 9**

- Research design
- Problem definition & hypothesis
- Quantitative analysis
- Discussion of software for business research (how SPSS works)

**Readings prior to class: Textbook Chapters 2, 3, 6**

## **Week 3: Sampling & Probability – October 16**

- Making sure you are capturing the right people
- Probability & error
- Sources of error in sampling and applications
- “Margins-of-error” & Confidence levels
- Structured interviewing (beginning)

### **Presentation by Team A:**

William Paul, Keith Robertson, and Frederick Herzberg, “Job Enrichment Pays Off: Five Studies Carried out in British Companies...”, *Harvard Business Review*, March-April, 1969 [Reprinted in *Harvard Business Review, Business Classics: Fifteen Key Concepts for Managerial Success*]

**Readings prior to class: Textbook Chapter 7, 8 (pp. 209-217) & presentation reading**

## **Week 4: interviewing – October 23**

- Structured interviewing (questionnaire design) continued
- Telephone interviewing
- Self-completion surveys
- Closed-ended and open-ended questions
- Coding and other fun stuff

### **Presentation by Team B:**

Jacob Jacoby and George Szybillo, “Consumer Research in FTC Versus Kraft (1991),” *Journal of Public Policy & Marketing*, Spring, 1995.

### **Presentation by Team C:**

David W. Stewart, “Deception, Materiality, and Survey Research: Some Lessons from Kraft,” *Journal of Public Policy & Marketing*, Spring, 1995.

**Readings prior to class: Textbook Chapter 8 (pp 217-238), Ch 10, & two presentation readings**

**Week 5: interviewing & Mid-term test – October 30**

- Structured observation & behaviour
- Research ethics
- Privacy and confidentiality

**Readings prior to class: Textbook Chapter 5, Chapter 11**

**The mid-term test will be held following the mid-class break.**

**Week 6: Data Analysis – November 6**

- Secondary data, its value and uses
- An introduction to Statistics Canada, Labour Market Survey, and other sources
- Other sources of data
- Quantitative data analysis – the basics of crunching numbers
- Measures of central tendency
- Measures of dispersion

**Presentation by Team D:**

Stephen Grant, *et al*, “Customer Satisfaction in Retail Banking,” *Canadian Journal of Marketing Research*, Volume 22, 1, 2005.

**Readings prior to class: Textbook Chapter 13 (pp. 324-328) & Chapter 14, & presentation reading**

**Week 7: Bivariate & Multivariate Analysis – November 13**

**Paper Proposals are due in Class.**

Lab Class:

- SPSS Lab class – all students are to have up to date accounts!

Lecture:

- Analysing the links between two variables
- Multivariate analysis
- Tests of Significance

**Readings prior to class: Textbook Chapter 15 & presentation reading**

**Week 8: November 20**

There will be no class this week. Students are encouraged to work on the term papers.

**Week 9: Studying Segments & Qualitative Analysis – November 27**

- Studying segments and clusters
- Examples from recent studies
- Qualitative Research
- Conducting Focus Groups

**Presentation by Team F:**

Fleming Hansen, *et al*, “Consumer Choice Behaviour – An Emotional Theory,” Centre for Marketing Communication, Copenhagen, Unpublished Paper.

**Readings prior to class: Textbook Chapter 19 & presentation reading**

**Week 10: Review Class – December 4 - Term Papers Due!**

**FINAL EXAM – Date and Time To Be Announced**

**PLEASE BE ADVISED:**

- (1) All students should read the U of M Academic Calendar regarding:
- (a) academic misconduct, including plagiarism and cheating;
  - (b) the grading system;
  - (c) the appeals process,
  - (d) withdrawal process

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Final grades will be assigned as follows;

<b>Cumulative Marks</b>	<b>Grade</b>	<b>GPA</b>	<b>Performance</b>
90-100	A+	4.5	Excellent
80-89	A	4.0	Very Good
75-79	B+	3.5	Good
70-74	B	3.0	Satisfactory
65-69	C+	2.5	Marginal
60-64	C	2.0	Unsatisfactory
50-59	D	1.0	Unsatisfactory
Below 50	F	0.0	Unsatisfactory

**DISABLED STUDENTS**

Students are encouraged to contact Disability Services at 474-6213 or the instructor should special arrangements need to be made to meet course requirements.



## **ACADEMIC INTEGRITY**

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

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It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading “Plagiarism and Cheating.” Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it related to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.



# MEDICAL ABSENTEEISM FORM

L.H. Asper School of Business—Faculty of Management, The University of Manitoba

### STUDENT IDENTIFICATION: (PLEASE PRINT CLEARLY)

_____	_____	_____	_____
Last Name	First Name	Middle Initial	U of M Student Identification Number
_____	_____		
Course #	Instructor Name		
_____	_____		
Student's Signature	Date		

### TO BE COMPLETED BY THE ATTENDING PHYSICIAN: (after the above section is completed) (PLEASE PRINT CLEARLY)

_____	_____	_____
Physician's Last Name	Physician's First Name	Middle Initial
_____	_____	_____
Street Address	City, Province	Postal Code
_____	_____	
Telephone Number	Fax Number	

**To the attention of the physician:** Your evaluation of the student's condition is being used for the purpose of determining whether or not the student has a valid reason to miss an important exam or assignment. Your professional evaluation is necessary to ensure that only valid cases are excused.

**I certify that the nature of the student's condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above named instructor/administrator that this information is accurate.**

The student's condition will likely span the following dates:

_____	until	_____
(Indicate start date)		(Indicate end date)
_____		_____
Physician's Signature		Date

### NOTES TO PHYSICIAN:

- Please make a note in the student/patient's file indicating that the student has given the above named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student's condition.
- **PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.**

### NOTES TO STUDENT:

- The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam the student must obtain a doctor's certification that the student's condition is severe enough to prevent the student from taking the exam or completing the assignment.
- It is **NOT SUFFICIENT** to provide a note that only indicates the student visited the doctor's office.



**ASPER  
MBA**

## **FACULTY BIOGRAPHY**

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

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**Name: Chris Adams, PhD, CMRP**

**Position: Adjunct Professor**

Department: Business Administration and Marketing

**Currently Teaching:**

MBA - Research Methods – A01

MBA - Research Methods – A02

MBA - Marketing Research

**Areas of Research Interest:**

Research Methods and Marketing

Consumer Research Studies

Business-Government Relations

Public Administration and Public Policy Analysis

First Nations/Aboriginal Studies

Labour Market and Post Secondary Training Issues

**Areas of Teaching Interest:**

Research Methods in Business

Marketing Research and Consumer Studies

Business-Government Relations

Public Policy and Public Administration

