

**BUSS 5307: Research for Business Decision Making**  
**SP6 2016**  
Rev. 12/09/2016

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**Time & Location:** Tuesday, 4:10 – 7:00 pm, RR5-09

**Instructor:** Chia-Yen (Chad) Chiu, Ph.D.  
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E-mail: Chad.Chiu@unisa.edu.au (the best way to reach me)  
**\*SUBJECT LINE: BUSS5397**

**Office Hours:** EM4-26, Tuesdays 7:00 – 8:00pm, or by appointment.

**Required Text and Supplemental Readings**

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**Required Text:** Zikmund, WG, Babin, BJ, Carr, JC & Griffin, M 2013, Business Research Methods, 9th Edition, South-Western Cengage Learning, Mason, Ohio.

**Supporting article:** Other required supplemental readings will be available online on the Learnonline website.

**Grading & Course Requirements**

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The course requirements include: (1) reading and comprehending the weekly readings; (2) participating in the in-class group discussions, and (3) completing 3 assessments.

Grading is based on the following (all due at 11pm):

<b>2 Individual Work (55%)</b>			<b>1 Team Work (45%; Due on 2 Dec)</b>	
Research Essay	Due on 9 Oct	30%	Group-based Paper	40%
Case Study	Due on 30 Oct	25%	Peer Evaluation	5%

The following grading policy will be used to determine each student's course grade.

<b>Grade</b>	<b>%</b>	<b>Grade description</b>
HD	85–100	Outstanding performance on all learning outcomes.
D	75–84	Excellent performance on all learning outcomes.
C	65–74	High performance on all learning outcomes OR excellent performance on the majority of learning outcomes.
P1	55–64	Satisfactory performance on all learning outcomes OR high performance on some learning outcomes which compensates for unsatisfactory performance on others, resulting in overall satisfactory performance.
P2	50–54	Satisfactory performance on the majority of learning outcomes.
F1	40–49	Unsatisfactory performance on a number of learning outcomes .OR failure to meet specified assessment requirements.
F2	below 40	Unsatisfactory performance on the majority of learning outcomes.

## **Assessment 1: Writing an Article for Time Magazine (30%)**

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Imagine that you work for Time Magazine Australia, and that the managing editor, Randall Lane, has asked you to write a story about the “State of the science: What organisational research has discovered in the past 5-years.” Randall also gave you a couple of other important pieces of information.

First, the article must be around **1500 words in length (+/- 10%)**. Second, since an enormous amount of research has been published **in the past 5 years**, it won't be possible to summarise all of it in less than 1350 words. As a result, you will need to focus the article on one particular topic listed as below. Third, your submitted article must be extremely well written, easy to understand, visually appealing (can include graphics, call-out boxes, etc.), and formatted as if it would appear in print the next day (you may want to get a copy of the most recent edition of Time Magazine from the library to get a sense of how to format the article).

Topics (please choose ONE topic):

1. Abusive Supervision
2. Servant Leadership
3. Gender Diversity in the Workplace
4. Agency Theory

To help you prepare to write this article, you are required to find and summarise at least five (5) research articles on your topic that have been published within the past 5 years (2012 -2016). Please make your article interesting. Grab the attention of the audience with a story, counterintuitive facts, or some other memorable way of introducing your topic. Make sure you provide a clear definition from the academic literature of the construct you have chosen.

All cited articles **MUST** be sourced from one of the following journals:

Academy of Management Journal  
Academy of Management Review  
Journal of Applied Psychology  
Personnel Psychology  
Organizational Behavior and Human Decision Process  
Leadership Quarterly  
Journal of Organizational Behavior  
Journal of Management  
Journal of Vocational Behavior  
Human Relations  
Journal of Management Studies  
Organizational Research Method  
Organization Science  
Human Resource Management  
Organization Studies

The references should be appeared following the **Harvard Style Referencing** format.

## **Assessment 2: Case Study (25%)**

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The objective of this assessment is for you to use course material to respond to a specific business case related to using research for business decision making. During the course you will be given access to a business case. You are required to review the case and respond to the questions included in the case.

Use the textbook and the other course material to respond to the questions, please note that you are expected to draw on material other than the textbook in responding to the questions. We will be discussing cases from the textbook during our weekly sessions so you will get several opportunities to gain hands on experience in class.

Your case study response should include the following sections:

### ***Introduction***

A brief introduction (no more than 250 words) that summarises the issues highlighted in the case and your proposed plan as to how you would respond to each issue.

### ***Detailed responses to each question included in the case***

Start each response with the numbered question as the heading. Ensure each response is separated by a heading.

### ***Provide a detailed response to each question***

Support your arguments by referring to the material provided in the textbook, other course material and your own readings. You are encouraged to use tables, graphs and other tools that will assist you to present your response in a succinct and user friendly manner.

### ***References***

Your response should be accompanied by a full reference list (not part of the word limits). A minimum of five academic references including the textbook and at least one reference from the recommended e-readings are expected in this assessment.

## **Assessment 3: Group Research Paper & Peer Evaluation (45%)**

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### **GROUP RESEARCH PAPER**

This assessment has two parts: 1. Group Research Project Report, 2. Peer Evaluation.

During Week One, students will be assigned into a 5 or 6 person group. During your initial group discussions, select one person as the group leader who will be responsible for communicating with the Lecturer and submitting the assessment on behalf of the group. The group leader must email the Lecturer a list of group members.

***\*\*Please note: The selected group leader will receive a personalised leadership assessment report from me\*\****

Discuss in your group and choose a research topic. In your group, you are required to collect primary and/or use secondary data relevant to the research question, then analyse the data using appropriate research method(s) and report your findings with recommendations in a comprehensive report. You are expected to provide samples of your recruitment and data collection material (e.g. recruitment flyers, surveys, interview protocols) as appendices

***\*\*Please note that your Lecturer needs to approve your data collection plan regardless of the type of data you collect (i.e. primary/and or secondary data).\*\****

In order to monitor and control the progress of your research project, **in Week 5 (on 18 Oct) each group should submit a research project proposal in class.** In the proposal you should briefly illustrate that (1) your research question, (2) the importance of your study, (3) related theories, (4) data collection plan. **I take hard copies ONLY and late submissions will NOT be accepted.**

Your group's project report should include the following sections:

#### ***Table of contents***

A table of contents including page numbers, list of figures and tables (if relevant).

#### ***Executive summary***

A 250 words summary of your research.

#### ***Introduction***

In this section, you are required to illustrate: [1] what is your primary research question, [2] why the raised question is important to the field of Business/Management studies, and [3] what are the expected to contributions to either academia or business practice.

#### ***Methods and analyses***

Provide information about your sample, how data was collected, details of data analyses, justification for these method/s.

Describe your recruitment material and data collection tools (e.g. interview or focus group questions, surveys) and provide samples of these material as appendices.

### ***Findings***

This is the same as results. Describe your findings in detail; you are encouraged to use tables, graphs and other tools that will assist you to present your data in a succinct and user friendly manner. If you use, figures, graphs and tables, ensure that they are numbered and there is a heading for each figure, graph or table. Structure this section using headings based on your findings. Describe each finding preferably starting with the most important.

### ***Recommendations and limitations***

This section should include any recommendations you can make based on your findings and discuss these by integrating them to the material presented in the literature review. This section should also include limitations of the project.

### ***References***

Your research report should be accompanied by a full reference list (not part of the word limits).

A minimum of 5 additional academic references that were not cited in the research proposal as part of Assessment One are expected in this assessment (with a total of at least 15 references).

At least 3 of the minimum 15 references should be from the recommended e-readings. Mark the additional references by highlighting them in a different font colour.

### ***Appendices***

Include any additional material which is not essential to the report but will enhance the readers' understanding.

On each page, insert a footer that includes the page number and on the first page top right hand corner include the word count of the document. On the first page, also list all the names and student ID numbers of group members.

## **PEER EVALUATION**

Each group member will confidentially evaluate their own group participation and the effort/performance of their co-members and then submit this via Learnonline website. An individual group member's overall final grade for Assignment 3 will be determined by their group's assessment of their contribution. Peer evaluation form will be available via Learnonline course page.

The peer evaluations must be submitted in one of the following formats: PDF, Doc, Docx.

**\*\*PLEASE NOTE: Since this is a group project, the involvements of all the team members are essential. Thus, the course coordinator has the right to adjust your final grade for the assessment 3 based on the peer-evaluation results.\*\***

## **University Policies Regarding Academic Honesty and Classroom Behaviour**

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**\*\*\*\*Academic honesty is taken seriously, and I use a zero-tolerance approach.\*\*\*\***

Cheating on exams, plagiarism, or using papers or answers from other students or classes will result in action ranging from an F for the assignment to failing the course depending on the severity of the action. For example, any academic dishonesty related to the analysis papers will result in a grade of zero for the entire set of assignments (i.e., 100 points will be reduced to zero). All incidents of academic dishonesty are reported to the SOM, letters are placed in the student's file, and the SOM faculty are informed.

➤ **This course adopts a policy of enforcing high standards for classroom behaviour.**

Students have a moral responsibility not to detract from the positive learning environment of their classmates. Inappropriate classroom behaviour that distracts the professor or other students will be penalized with points deducted from the student's final grade at the professor's discretion.

*Unacceptable classroom behaviours include:* inappropriate use of one's laptop (web surfing, reading email, instant messaging, etc.), use of electronic devices including cell phones, talking, chronic lateness, lack of engagement in class (reading the paper, doing work for another class, sleeping, leaving the room during videos, etc.), completing coursework during class.

### **Other Requirements**

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1. You are required to attend to every class and read the assigned articles before you come.
2. All the assessments should be submitted on time.
3. Assessment 3 is a group-based assignment. It is your responsibility to proactively make contributions to your group and maintain constructive communications with them.
4. I will provide necessary group conflict resolutions. However, it is your duty to complete the assignment together and all of the team members are responsible for the group outcome.

### **Changes to the Syllabus**

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The syllabus and/or course outline may be modified at my discretion. Changes will be announced in class. It is your responsibility to adjust your outline accordingly.

Date	Chapter Title	Assignment Due
Week 1 20 Sep	Overview	Textbook: Ch1, 3, & 6 Christensen & Raynor (2003); Salkind (2012)
Week 2 27 Sep	Literature Review <b>(Guest Lecturer: Dr. Jill Gould)</b>	Rowley & Slack (2004); Jordan & Zanna (2003); Werner & Werner (2012) <b>* SUBMIT SIGNED SYLLABUS ACKNOWLEDGEMENT</b>
Week 3 04 Oct	Research Choices	Textbook: Ch4, 12, & 16; Beins (2009) <b>* ASSESSMENT 1 DUE ON 09 OCT, 11PM</b>
Week 4 11 Oct	Data Collections and Ethics Issues	Textbook: Ch5 & 8; Cowton (1998); Aguinis & Heble (2002)
Week 5 18 Oct	Qualitative Research	Textbook: Ch7 & 19; Crescentini & Mainardi (2009); Hsieh & Shannon (2005) <b>* RESEARCH PROJECT PROPOSAL DUE IN CLASS</b>
Week 6 25 Oct	Measurement	Textbook: Ch13 & 14; Salkind (2006) <b>* ASSESSMENT 2 DUE ON 30 OCT, 11PM</b>
Week 7 01 Nov	Survey Research	Textbook: Ch9, 10, & 15; Schaeffer & Presser (2003)
Week 8 08 Nov	Descriptive and Relational Studies	Textbook: Ch20 & 23; Duncan (2015)
Week 9 15 Nov	Reporting Research Results	Textbook: Ch25; Vohs (2010); Kaufman (1992)
Week 10 22 Nov	Research Findings	Hammond, Keeney, & Raiffa (1998); Sunstein & Hastie (2014); Chen et al. (2012); McAfee et al., (2012).
Week 11 02 Dec	No Class	<b>* ASSESSMENT 3 DUE ON 2 DEC, 11PM</b>



**ACKNOWLEDGEMENT OF RECEIPT AND UNDERSTANDING OF SYLLABUS**

*Please read, fill out, and sign the following. You are required to submit this page to me within the second week of class (by 27 September, 2016):*

I \_\_\_\_\_ have read, understand, and will abide by the rules and schedules laid out in the syllabus for Dr. Chiu's SP6 BUSS5397 class.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_