MANA 8345 Seminar in Research Methodologies  
(cross –listed as PSYC 6351)

**RESEARCH METHODS**
Room: 313 Melcher Hall  
Course: Spring 2012.  
Time: 1:00-4:00pm, Wednesday.  
Professor: Dr. Steve Werner  
Office: 315G Melcher Hall  
Phone: 743-4672  
Fax: 743-4652  
Email: swerner@uh.edu  
Website: www.bauer.uh.edu/werner  
Office Hours: Wednesday 4pm-5pm.

**COURSE DESCRIPTION**

The course is designed to teach students the fundamentals of research in the social sciences. The course is designed for doctoral students who intend to conduct empirical research publishable in scholarly journals. Topics include overviews of statistical methods, overview of qualitative methods, how to publish, and ethical issues in business research.

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

The Center for Students with Disabilities provides a wide variety of academic support services to all currently-enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, registration, handicapped parking, accessible housing and transportation, as well as many other needs. If you feel you may need assistance of this nature, you should call the Center at 743-5400. In addition, you should let me know about any special needs as soon as possible.

**ACADEMIC HONESTY POLICY**

The CBA is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the Student Handbook. The staff of the Dean of Students Office are also available to answer questions.

**COURSE EVALUATIONS**

The CBA has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the CBA through the evaluation process.
CLASSROOM CIVILITY

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link - http://www.bauer.uh.edu/BCBE/BauerCode.htm. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student’s website at http://www.uh.edu/dos/pub.html. Students are expected to conduct themselves as follows:

• **Timely arrivals and departures** – It is expected that you arrive on time and prepare to leave after class has been dismissed.

• **Attention during class** – It is expected that you provide your full attention during class. This means that you should avoid unnecessary discussions with fellow students; using your computer to surf the internet, play games, or check email; read newspapers or magazines; or other activities not directly related to the classroom instruction.

• **Unauthorized use of cell phones or beepers during class** – Please turn your cell phones and beepers off before coming to class. If you find it necessary to keep your phone turned on, please put it on vibrate mode.

• **Respect for other students** – Everyone is encouraged to participate in class discussion. While doing so, it is important to allow everyone to fully express his or her opinion. The classroom environment must be operated in a manner that encourages full participation from each student.

• **Preparation for class** – You are expected to prepare for class by reading all assignments. Your preparation will show by the quality of your questions and comments.

• **Harassment** – Making harassing or obscene comments or gestures to other students, faculty, or staff members will not be tolerated. This includes sending harassing or obscene email or voice messages to other Bauer students, faculty, or staff.
REQUIRED TEXTS AND MATERIALS
Hair, Joseph, F. Jr., Black, William C. Babin, Barry J., Anderson, Rolph E., and Tatham, Ronald L.  


SPSS GRADUATE PACK

REFERENCE TEXTS


DETERMINANTS OF THE TERM GRADE

PERCENTAGES

Term paper = 30%
Mid-term exam = 15%
Contribution = 10%
Presentations = 20%
Homework Assignments = 25%

Total = 100%

POINTS

Term paper..............60 points
Mid-term................30 points
Contribution.............20 points
Presentations...........40 points
Homework assignments........50 points

Total.....................200 points

GRADES

A .........186.0 - 200.0 points
A- ..........180.0 - 185.9 points
B+...........174.0 - 179.9 points
B ...........166.0 - 173.9 points
B-..........160.0 - 165.9 points
C+..........154.0 - 159.9 points
C ..........146.0 - 153.9 points
C-..........140.0 - 145.9 points
D+..........134.0 - 139.9 points
D ..........126.0 - 133.9 points
D-..........120.0 - 125.9 points
F ...........000.0 - 119.9 points
TERM PAPER
One original term paper is due from each student on April 25th. The paper is worth 60 points. Late papers will be penalized by one full grade (6 pts) per day late -- no exceptions. The paper should resemble a manuscript that is to be submitted for publication. The format should follow the APA manual or the Style Guide for Authors (Academy of Management, February, 2007, Volume 50, Number 2, pp 472-475.). The manuscript will be a scholarly research article -- including a literature review, hypotheses, methods, results and discussion sections. Page requirements are flexible, but the journals usually limit papers to 30-40 (12cpi-font) pages. An A paper will: 1) meet the stated requirements; 2) follow the Academy of Management or APA style guide; 3) be well-written; 4) be well-organized; 5) be free of spelling, grammar, and punctuation errors; 6) be well-referenced, 7) contribute new ideas rather than just rehash the read material; and 8) will be methodologically sound. Students may use the literature review, hypotheses, and methods sections of the paper in MANA 8330 or a different class.

MID-TERM EXAMS
One mid-term exam will be given worth 30 points. The purpose of the exams is to test students' knowledge of the assigned material as well as to give students familiarity with the nature of comprehensive exams given to doctoral students. The exam will consist of three essay questions. Students will be given three hours to answer the questions.

CONTRIBUTION
Because this course is taught as a seminar, classroom participation is a vital part of this course. A seminar is not a lecture, although presentations will be made throughout the course. Generally an analysis of the readings will be used to guide our discussion, but the format will be free-flowing and may vary considerably. In a seminar we collectively share ownership and responsibility for the success of the course. A minimum requirement for each class meeting is to have read the assigned material from the texts and articles, and to express opinions, comments, and insights relative to the discussion topic. Students are also expected to participate in all class activities. Excessive tardiness and absenteeism will negatively affect your contribution grade. Contribution is worth 20 points.

PRESENTATIONS
Because one presentation will be given at the beginning of every class period, the number of presentations each student will give depends upon the number of students enrolled. I estimate that each student will be required to give either 2 or 3 presentations. Presentations are expected to last 30 minutes, including question/answers and discussion. Presentations are worth 40 points. Presentations will be graded on timeliness, professionalism, overheads, non-verbal communication, verbal communication, organization, relevance, and content. Presentation content should be at least one study that uses the statistical method students will use in the following week's homework assignment. Presenters should provide each student a copy of the paper presented. After the presentation, the presenter will assume leadership of the day's discussion of the statistical method. To assist students in improving their presentations, I will use a presentation evaluation form, as shown on the following page.

HOMEWORK ASSIGNMENTS
Ten homework assignments will be given throughout the semester worth 5 points each for a total of 50 points. Assignments will involve actually doing statistical analysis on the students' data set. Statistical method used will change from week to week. See Assignment Schedule for which analysis is to be used. Students must turn in a Table reporting their results and the SPSS output used to create the Table. The Table should look like Tables published in top-tier journals.
## PRESENTATION EVALUATION

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**ASSIGNMENT SCHEDULE**

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tr>
<td>Jan. 18</td>
<td>Introduction to course</td>
<td>HOMEWORK DUE: None \nNo Readings</td>
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ASSIGNMENT SCHEDULE continued

Feb 8  Factor Analysis and Other Advanced Techniques  
**HOMEWORK #2 DUE: ANOVA -- one way and simple factorial.**  
*Presentation: Linear Multiple Regression.*  
- Rosenthal & Rosnow, chapter 20.  
- Hair et al. chapters 3, 5, 6, & 9.  

Feb 15  Meta-Analysis and Other Relatively New Techniques  
**HOMEWORK #3 DUE: Multiple Regression.**  
*Presentation: Logistic Regression.*  
- Rosenthal & Rosnow, chapter 21.  
- Leong & Austin, chapter 21.  
ASSIGNMENT SCHEDULE continued

Qualitative Research Methods

Feb 22  Introduction to Qualitative Research.

HOMEWORK #4 DUE: Logistic Regression.

Presentation: Factor Analysis.

- Leong & Austin, chapter 17.

February 29  Paper work day – NO CLASS

March 7  Publishing and Evaluating Qualitative Research

HOMEWORK #5 DUE: Factor Analysis -- Varimax, Oblimin, and Scree plots.

Presentation: Clustering.


March 14  Spring Break – NO CLASS
ASSIGNMENT SCHEDULE continued

Ethical Issues in Management Research

March 21  General Ethical Issues

HOMEWORK #6 DUE. Clustering - K means, and Hierarchical
Presentation: Multinomial Logistic Regression.

- Rosenthal & Rosnow, chapter 3.


March 28  Ethical Issues in Publishing and Research

HOMEWORK #7 DUE : Multinomial Logistic Regression.
Presentation: Scale Reliabilities.


ASSIGNMENT SCHEDULE continued

Publishing Research

Apr. 4  MIDTERM

Apr. 11  Journals and Their Editors.

HOMEWORK #8 DUE: Scale Reliabilities.

Presentation: Non-Parametrics

Publication: Newcomers' Perspectives on Publishing in the Organizational Sciences.
In Publishing in the Organizational Sciences, Cummings, L.L., and Frost, P.J.
(Eds.). Homewood, IL: Irwin, 138-154.


Smyth, D.J. 1994. How not to get Your Article Published. Eastern Economic Journal,


Feldman, D.C. 2004. The Devil is in the Details: Converting Good Research into

Rynes, S.L. et al. 2005. From the Editors: Everything you’ve always wanted to know


Review, 31(2): 252-255.


Rindova, V. 2008. Editor’s Comments: Publishing Theory When You Are New to the

This schedule is tentative and may be changed.
ASSIGNMENT SCHEDULE continued

Apr. 18 Reviews and Reviewers

HOMEWORK #9 DUE: Non-Parametrics - Chi-squared, and Mann-Whitney U.
Presentation: Other Technique: Ordinal regression, PLS, or 2-Stage Least Squares.

- Leong & Austin, chapter 26.


April 25 Other Issues in Publishing: TERM PAPER DUE

HOMEWORK #10 DUE: Other Technique: Ordinal regression, PLS, or 2-Stage Least Squares.

- Leong & Austin, chapters 23, 25.


