

RES722 Quantitative Research Methods

(3 credit hours)

Course Syllabus

Course Description

This course requires students to become familiar with the characteristics, language and logic of quantitative research. The emphasis will be on the appropriate selection, application and interpretation of both parametric and non-parametric hypothesis tests while understanding the nature of the basic linear regression model and its statistical underpinnings. Basic assumptions will be developed. A component of this course is to understand the available techniques for quantitative data analysis by the reading and evaluation of research methods of articles within the students' areas of interest and to recognize and assess quality and rigor in evaluating a quantitative research study. Actual case studies will be part of this course and the challenge of reliability and validity in cross-cultural research will be discussed.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Evaluate the main data-collection and data analysis techniques used in quantitative research and their advantages and limitations
2. Compare quantitative and qualitative methods
3. Debate the ethical principles of quantitative research, ethical challenges and approval processes
4. Analyze quantitative research terminology and data use and application
5. Evaluate published quantitative research
6. Develop hypothesis, research problems and related questions

Required Textbook(s) and Resources

Bougie & Sekeran (2019). *Research Methods for Business, Enhanced EText* (8th Ed). Wiley.

Pallant, J. (2020). *SPSS Survival Manual* (7th ed.). Routledge.

In addition to textbooks, you will be required to purchase **IBM SPSS Statistics Premium GradPack v. 26** or newer. This software is not included in DragonACCESS

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

To assess your learning, this course consists of six weekly discussions, worth 50 points each, and seven written papers, worth 100 points each. Like all TU online courses, the total possible score for the course is 1,000 points. There are no quizzes, exams, or extra credit.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (n/a) Activity 1.2 (50)	Discussions Activity 2.1 (50)	Discussions Activity 3.1 (50)	Discussions Activity 4.1 (50)	Discussions	Discussions Activity 6.1 (50)	Discussions Activity 7.1 (50)	300
Assignments Activity 1.3 (100)	Assignments Activity 2.2 (100)	Assignments Activity 3.2 (100)	Assignments Activity 4.2 (100)	Assignments Activity 5.1 (100)	Assignments Activity 6.2 (100)	Assignments Activity 7.2 (100)	700
150	150	150	150	100	150	150	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Week 1 - Choosing a Business Research Method

- WED: Activity 1.1 (Forum): Meet Your Peers
- WED: Activity 1.2 (Forum): Ethical Issues
- SAT: Activity 1.2 (Forum): Ethical Issues
- SUN: Activity 1.3: Qualitative and Quantitative Methodology

Week 2 - The Business Problem, Lit Review, and Theoretical Framework

- WED: Activity 2.1 (Forum): Your Emerging Topic
- SAT: Activity 2.1 (Forum): Your Emerging Topic
- SUN: Activity 2.2: Evaluate a Research Article

Week 3 - Variables, Research Questions, and Hypothesis Development

- WED: Activity 3.1 (Forum): Dissection of Research Article
- SAT: Activity 3.1 (Forum): Dissection of Research Article
- SUN: Activity 3.2: Research Questions for Emerging Topic

Week 4 - Research Instruments and Data Collection Techniques

- WED: Activity 4.1 (Forum): Survey Questions and Scoring System
- SAT: Activity 4.1 (Forum): Survey Questions and Scoring System
- SUN: Activity 4.2: Create and Evaluate a Survey Instrument

Week 5 - Populations and Sampling

- SUN: Activity 5.1: Calculating Sample Size with G*Power

Week 6 - Quantitative Data Analysis: Descriptive Statistics

- WED: Activity 6.1 (Forum): Critique of a Research Article's Descriptive Statistics
- SAT: Activity 6.1 (Forum): Critique of a Research Article's Descriptive Statistics
- SUN: Activity 6.2: Determine and Present Descriptive Statistics

Week 7 - Quantitative Data Analysis: Inferential Statistics

- WED: Activity 7.1 (Forum): Ethical Issues in Quantitative Research
- SAT: Activity 7.1 (Forum): Ethical Issues in Quantitative Research
- SUN: Activity 7.2: Choose and Conduct an Inferential Statistical Analysis

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.