

Research Project Guidelines:

In order to fulfill the requirements of the Business Research Methods (BUS 321), you are required to work in a group throughout the semester and present a finished research manuscript. This project carries a total of 60 marks. Below you may find more specific details:

Phases	Description	Deadline by end of Week
Phase 1	<ul style="list-style-type: none">• Choose your team members (5-7)• Choose a good research topic• Decide on how to communicate• Choose a team leader• Post this information on the Discussion Board in BB under a new thread named after your group	Week 2
Phase 2	<p>A. Written report that should include the following:</p> <ul style="list-style-type: none">• <u>Title</u>• <u>Introduction</u> <p>B. Slides show presentation (all members should present and be ready to answer any question).</p> <ul style="list-style-type: none">• Present the work in the report• Be ready to answer questions. You may also ask the audience questions for their feedback. Take notes of the professor's comments to incorporate in the next phase. Marks will be deducted from the next stage if you do not incorporate the feedback from previous phases.	Week 5
Phase 3	<p>A. Written report that should include the following:</p> <ul style="list-style-type: none">• <u>Title</u>• <u>Introduction</u>• <u>Literature Review</u>• <u>Methodology (research design, participants, data collection technique)</u> <p>B. Slides show presentation (all members should present and be ready to answer any question).</p> <ul style="list-style-type: none">• Present the work in the report• <u>Present the tool used to collect data (interview protocol or survey questionnaire)</u><ul style="list-style-type: none">• Be ready to answer questions. You may also ask the audience questions for their feedback. Take notes of the professor's comments to incorporate in the next phase. Marks will be deducted from	Week 11

	the next stage if you do not incorporate the feedback from previous phases.	
Phase 4	<p>A. Written report that should include the following:</p> <ul style="list-style-type: none"> • Title • <u>Abstract</u> • Introduction • Literature Review • Methodology (research design, participants, data collection technique) • <u>Results</u> • <u>Discussion</u> • <u>Conclusion</u> <p>B. Slides show presentation (all members should present and be ready to answer any question).</p> <ul style="list-style-type: none"> • Present the work in the report • <u>Present the data you collected and show how you extracted the data (from google forms, or present anonymized written interview transcripts)</u> • Be ready to answer questions. You may also ask the audience questions for their feedback. • <u>Suggest 1 conference/journal to submit the work to and explain why do you think it's a suitable option.</u> 	Week 14

More detailed Information about the submissions:

- Abstract: Should include a brief explanation of what this research is doing. Present your research questions/hypotheses, and a brief explanation of the results. One paragraph of 150-200 words.
- Introduction: Present the aim of the research which should include main problem. Why conduct this research? Explain the benefit to individuals, societies, etc. This section should include at least 5 references.
- Literature Review: Critically discuss prior literature related to your research. Present the research gap that you will try to narrow. Organize this section based on “topics” and have a storyline that leads to the research question/hypotheses. This section should include at least 15 references.
- Methodology: Reflect what you actually did and how. Include participants’ demographics and ethical considerations Justify your choices.
- Results/findings: This is where you state what you found in your research. You give the results of your research, but do not interpret them. You should support it with table output from SPSS (for quantitative research), or direct quotes (for qualitative research)

- Discussion: This is where you discuss and interpret your main findings (e.g. what they mean, how they compare with other research in the area). You may also mention the practical implications of the research.
- Conclusion: Where you conclude, state the overall most significant finding, mention any limitation of the research or recommendation for future research.
- Questionnaire in the Appendix

NOTE: Preparing the Questionnaire/ Interview protocol and writing the research

- Prepare a questionnaire. In addition to demographic questions, there should be a minimum of 10 Questions related to the research objectives
- For quantitative research you also need to provide the link to the survey and a separate document with the data matrix (Phase 4 submission).
- For qualitative research you need to submit at least one recorded interview, and all transcripts of the interviews (Phase 4 submission).

NOTE: Formatting and Submission

- Everything should be properly formatted (Justify the text, Use Font: Times New Roman, Font Size 12, and Line Spacing: 1.5)
- References should be written in APA format
- Plagiarized work will not be marked and will get zero.
- Submission of report is through Black Board – e-mail submissions will not be accepted.

FINAL REPORT RESEARCH OUTLINE

- **1. Title**
- **2. Abstract**
- **3. Introduction**
- **4. Review of literature**
- **5. Methodology**
- **5.1 Research Design**
- **5.2 Participants**
- **6. Results**

- **7. Discussion**
- **8. Conclusion**
- **9. References**
- **10. Appendix**

GRADING RUBRIC

Phase	Marks allocated
Phase 1	4 marks total
Phase 2	12 marks total (8 marks for the presentation* + 4 marks for the report)
Phase 3	16 marks total (10 marks for the presentation* + 6 marks for the report)
Phase 4	28 marks total (16 marks for the presentation* + 12 marks for the report)
Total	60 marks

*Presentation marks are individual marks.