

**Argosy University**  
**COURSE SYLLABUS**  
*B7001*  
*Business Research Writing*

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**Faculty Information**

**Faculty Name: Dr. Shaun Aghili**

**Campus: San Francisco**

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**Office Hours: Thursdays 9:30-11:00 AM**

**Course description:**

This course provides the solid foundation necessary for academic writing. Topics include formats, literature reviews, citations, problem statements, research proposals, research questions, hypotheses, critiques of journal articles, evaluation of dissertations and dissertation abstracts, and writing for journals. The course is completed when the student, after completing all prior assignments, submits a finished article to an academic journal.

**Course Prerequisites:** It is suggested that this course be taken early in the student's program.

**Required Textbooks:**

*Publication Manual of the American Psychological Association* (5<sup>th</sup> Ed.) (2001). Washington, DC: American Psychological Association (APA). ISBN: 1557987912

Cone, J. D. & Foster, S. L. (1993). *Dissertations and theses from start to finish*. Washington, D.C.: American Psychological Association (APA). ISBN: 1-55798-194-9

Creswell, J. W. (2002). *Research Design: Qualitative, quantitative, and mixed methods*. Thousand Oaks, CA: Sage Publications  
ISBN: 0-761-92442-6

M. Ling Pan, (2004). *Preparing Literature Reviews* (2<sup>nd</sup> edition). Pycszak Publishing, CA. ISBN: 1-884585-56-6

## **Writing Textbooks:**

### **E-Journals, Organizations, and Resources on the Web**

<http://aera-cr.asu.edu/links.html>

<http://www.springeronline.com/sgw/cda/frontpage/0,11855,5-40406-0-0-0,00.html>

### **Webliography**

Evaluating Internet Sources

<http://www.virtualsalt.com/evalu8it.htm>

Publication Guides

<http://www.aresearchguide.com/>

US Federal Government and links to State and Local

[www.firstgov.gov](http://www.firstgov.gov)

Government Printing Office Access

<http://www.gpoaccess.gov/index.html>

The Grantmanship Center

<http://www.tgci.com/>

National Council of University Research Administrators

<http://www.ncura.edu/>

Polaris Grants Central

<http://polarisgrantscentral.net/>

Proposal Writing and Research Development

<http://www.umass.edu/research/ora/dev.html>

Online multiple-language dictionaries  
<http://www.alphadictionary.com/index.shtml>

The New Teacher's Guide to the U.S. Department of Education  
<http://www.ed.gov/pubs/TeachersGuide>

ERIC  
[www.eric.ed.gov](http://www.eric.ed.gov)

Practical Teaching Ideas  
[www.ncte.org/teach](http://www.ncte.org/teach)

Education Resources  
[www.educationindex.com/educator](http://www.educationindex.com/educator)

Statistical software is helpful for data analyses when they start writing their dissertations. *SPSS 11.0 FOR Mac OS* or *SPSS 13.0 Graduate Version*. Software for statistical analysis of data in table format. Able to compute parametric and non-parametric tests of significance compute effect size and create graphs or figures. Available at [www.spss.com](http://www.spss.com), at local college books stores (such as University of California), online campus bookstores or through E-Bay. About \$190

*Endnote 8 for Students Only* [*Endnote 7.0 for Mac*] Software to create reference databases, create and format in-text citations and reference lists. Available at Amazon.com for \$94.99. <http://www.endnote.com/>

**Citation Machine: A great (FREE) tool to help you put your citations and references in APA format.**  
<http://citationmachine.net/>

**Technology:** Pentium III CPU/ Windows 98; 128MB RAM printer; Microsoft Office; Acrobat (full version); Microsoft Internet Explorer 5.5 (PC), 5.0 (MAC), or Netscape Navigator 4.08; Norton Antivirus.

**Course length:** 7.5 Weeks

**Contact Hours:** 45 Hours

**Credit Value:** 3.0

**Program Outcomes:**

**1. Research**

- 1.1. **Performing** – Design, conduct, and justify applied research in a business context using appropriate methodology
- 1.2. **Understanding** – Evaluate and apply existing theory and research to current business practice

**2. Communication**

- 2.1. **Oral** – Present orally, complex business information that is concise, clear, organized, and well supported in a professional manner appropriate to the business context
- 2.2. **Written** – Present in writing, complex business information that is concise, clear, organized, and well supported in a professional manner appropriate to the business context using required format

**3. Critical Thinking/Problem Solving**

- 3.1. **Critical thinking** – Evaluate relevance of established theory to current business practice and identify gaps in current literature
- 3.2. **Problem Solving/Decision Making** – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, in relation to underlying business theory and determine and defend appropriate course of action
- 3.3. **Information Literacy** - Conduct an exhaustive literature search from a variety of sources, evaluate the credibility of the sources, and apply that information to create new knowledge

**4. Team**

- 4.1. **Leadership** - Conduct an exhaustive literature search from a variety of sources, evaluate the credibility of the sources, and apply that information to create new knowledge
- 4.2. **Collaboration** - Given a case study or business situation; collect, assimilate, and disseminate the views of stakeholders

**5. Ethics**

- 5.1. **Ethics** - Given a case study or business situations, evaluate the ethical dimensions of decision situations and personal, social, and corporate responsibility not absolved by market forces

**6. Diversity**

- 6.1. **Diversity** - Given a case study or business situation, evaluate the multicultural dimensions of decision situations and multicultural solutions to business situations

## Course Objectives:

1. Synthesize professional writing techniques and mechanical skills to construct a scholarly and professional academic journal article utilizing APA (American Psychological Association 5<sup>th</sup> Edition—most recent edition) style and format. (Program Outcomes 1.1, 1.2, 2.2, 3.3)
2. Compose an original, clear, and concise research proposal containing the following components: a succinct executive summary, problem statement, hypothesis and/or objective, work plan, and summary. (Program Outcomes: 1.2, 2.2, 3.1, 3.3)
3. Critically analyze professional journal articles, dissertations/dissertation abstracts, and research studies and literature. (Program Outcomes: 1.1, 1.2, 3.1, 3.3)
4. Compile related professional and research literature using electronic information databases. (Program Outcomes: 1.1, 1.2, 3.3)
5. Identify and examine the ethical issues of professional business writing and research; apply ethical business writing standards to your own professional writing in a manner that is free of bias and opinion as well as plagiarism. (Program Outcomes: 1.2, 2.2, 3.1, 5.1)

## Assignment Table

Module	Module Topics	Readings	Assignments
1	Weekly Overview; <ul style="list-style-type: none"><li>• Introduction to business research writing</li><li>• Overview of the research process</li><li>• Research Topics</li><li>• Problem Statements</li><li>• Literature reviews</li><li>• What are dissertations and theses and why write a book about them?</li></ul>	<ul style="list-style-type: none"><li>• Cone and Foster—Chapters 1, 2, &amp; 3</li><li>• APA—Chapters 1 and 3</li></ul>	<b>Assignment #1.1</b> Identify broad problem areas most closely related to your interests and professional goals. This is best accomplished by asking yourself three very broad questions: What are some of the vexing organizational issues that you would like to know more about? Where do your research passions/interests lie? What, in organizational life, has never quite made sense to you, that you would like to know more about or have more information about to make improvements or change? From these broad problem areas, identify 2 problems worthy of research. Be

			<p>prepared to defend why the topics are interesting and important.</p> <p><b>Submit a 250-300 word essay, proposing a topic and title for your literature review. Explain why this topic is of interest to you, and how it is pertinent to your DBA studies.</b></p> <p>Please note: You will be using this topic throughout the course and it will culminate in a literature review that you will submit to an appropriate Journal.</p> <p><b>Assignment #1.2</b> Find one (1) article from peer reviewed journals in your area of interest. The professor will provide you with feedback each week so you may continue to improve in thinking, conceptualizing, and writing.</p> <p>Submit a 4-5 (double spaced) page article critique in form of a well-written, APA formatted essay using the following discussion checklist:</p> <ul style="list-style-type: none"> <li>• Is the article/essay's title a clear depiction of its content? Why or why not?</li> <li>• How qualified is the author to write about the subject matter?</li> <li>• Was this article peer-reviewed?</li> <li>• What is the purpose of the essay? Is it stated clearly?</li> <li>• Identify the problem statement in the essay. Does the introduction and conclusion focus</li> </ul>
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			<p>clearly on the problem statement?</p> <ul style="list-style-type: none"> <li>• Are statements of facts (beyond common street facts) supported by appropriate citations in the text or references?</li> <li>• Which ideas/themes in the essay need further development?</li> <li>• Which ideas are practical enough to be implemented in a business setting? Which ones are rather impractical? Why?</li> <li>• Does the essay have a logical progression? Is it easy to follow and understand? Why or why not?</li> <li>• Does the essay contain discursive or irrelevant themes or sections? What are they?</li> <li>• Is the work biased in any way? How?</li> <li>• In what way(s) will this article contribute to your research?</li> </ul> <p><b>Assignment 1.3</b> Write a response to one student in class, evaluating and critiquing his/her critique article for both content and writing skills.</p>
2	<p>Weekly Overview;</p> <ul style="list-style-type: none"> <li>• Reviewing the literature on a chosen topic</li> <li>• Selecting a topic</li> <li>• Writing a problem statement</li> <li>• Critiquing the literature</li> </ul>	<p>From the textbook: M. Ling Pan (2004). <i>Preparing Literature Reviews</i> (2<sup>nd</sup> Ed), Pyrczak Publishing, CA. read:</p> <ul style="list-style-type: none"> <li>• Chapter 1, Qualitative Versus Quantitative Reviews, Chapter 2, Selecting a Topic for Review, Chapter 3, Searching for Literature and Refining the Topic</li> </ul>	<p><b>Assignment #2.1 Writing a problem statement</b> Develop two succinct problem statements related to your chosen topic that are no more than two paragraphs long. Use electronic (full-text) databases as much as possible in your research.</p>

		<ul style="list-style-type: none"> <li>• Cone &amp; Foster—Chapters 4, 5, and 7</li> <li>• APA—Chapters 2 and 3</li> </ul>	<p><b>Assignment 2.2. Annotated Bibliography -- ongoing</b> As in Week 1, find Two (2) additional peer reviewed articles in your area of interest and submit a 4-5 (double spaced) page article critique in form of a well-written, APA formatted essay using the discussion checklist provided to you in week one</p> <p><b>Assignment 2.4</b> Write a response to one student in class, evaluating and critiquing his/her critique article for both content and writing skills.</p>
3	<ul style="list-style-type: none"> <li>• Article Critique</li> <li>• Plagiarism</li> <li>• Empirical Literature Review</li> <li>• APA</li> </ul>	<ul style="list-style-type: none"> <li>• Cone and Foster—Appendices B and D</li> <li>• APA—Chapter 3 Appendices</li> </ul>	<p><b>Assignment #3.1 Annotated Bibliography continued</b> As in Week 1 &amp;2 find two (2) additional peer reviewed articles in your area of interest and submit a 4-5 (double spaced) page article critique in form of a well-written, APA formatted essay using the discussion checklist provided to you in week one</p> <p><b>Assignment 3.2 Your Bibliography and definition of a refereed journal or peer reviewed journal.</b> Submit a list of five refereed or peer-reviewed journals in your field of inquiry and provide a definition/meaning for refereed or peer-reviewed journal.</p> <p><b>Assignment 3.3</b> Write a response to one student in class, evaluating and critiquing his/her critique article for both content and writing skills.</p>



			At this point, your ability to cull the essence of an article, critique it and place it in the literature should be improving.
4	<ul style="list-style-type: none"> <li>• Dissertations – Introduction/Research Statement</li> <li>• Literature Review</li> <li>• Methodology</li> <li>• Findings</li> <li>• Conclusions</li> <li>• Appendices</li> </ul>	<ul style="list-style-type: none"> <li>• SME may select readings on the topics for this week to augment the required books.</li> <li>• Complete the Lin book titled <i>Preparing Literature Reviews</i>.</li> </ul>	<p><b>Assignment #4.1 Annotated Bibliography continued</b></p> <p>Continue with your efforts in prior weeks and find 2 additional peer reviewed articles in your area of interest and submit a 4-5 (double spaced) page article critique in form of a well-written, APA formatted essay using the discussion checklist provided to you in week one</p>
5	<ul style="list-style-type: none"> <li>• Paper Outline due week 5</li> </ul>		<p><b>Assignment #5.1 Annotated Bibliography continued</b></p> <p>Continue with your efforts in prior weeks and find three (3) additional peer reviewed articles in your area of interest and Submit a 4-5 (double spaced) page article critique in form of a well-written, APA formatted essay using the discussion checklist provided to you in week</p> <p><b>Assignment #5.2</b></p> <p>Submit your outline of your lit. review based on the 10 critiqued articles that you have submitted. Submit this to the professor for critique and review.</p> <p><b>Assignment #5.4</b></p> <p>Read and critique the paper of your writing partner and provide timely and helpful feedback.</p>

<p>6</p>	<ul style="list-style-type: none"> <li>• Hypothesis</li> <li>• Topic Variables</li> <li>• Action Research-What is it and why is it appropriate for scholar-practitioners.</li> </ul>	<ul style="list-style-type: none"> <li>• Cone and Foster—Chapter 6</li> <li>• APA—Chapter 4</li> <li>• SME will specify articles or review of Creswell’s book to get an overview of methods and when and how they should be used. This is good to have, as an introduction in this course as it will make teaching Solutions Oriented Business Research Methods more straightforward.</li> <li>• SME-Need a good article on Action Research as a definition is required as an assignment (6.3) this week</li> </ul>	<p><b>Assignment #6.1 Introduction: This is your first draft of Paper (Parts a-d).</b>  Submit the introduction to your paper that has the following elements (from your outline above):</p> <ol style="list-style-type: none"> <li>a) Brief problem statement.</li> <li>b) Brief overview of the topic from a historical and theoretical perspective.</li> <li>c) Brief review of the most relevant theoretical research conducted in this area.</li> <li>d) Brief statement of why the problem is significant and how/why this research will add to the body of literature.</li> </ol> <p>Submit your written work.</p>
<p>7</p>	<ul style="list-style-type: none"> <li>• Write draft of paper/article</li> </ul>	<ul style="list-style-type: none"> <li>• Cone &amp; Foster –Chapters 10 and 11</li> </ul>	<p><b>Assignment 7.1 Finish paper and submit complete draft one.</b>  Complete your paper following the outline you submitted in a near to final form. The professor will provide feedback on content, form and writing skills.</p> <p><b>Assignment 7.2</b>  Read and provide feedback to your writing partner for this assignment. Focus on content, writing skills, achievement of the assignments goals and objectives, improvements before submission. This may seem daunting for first semester DBAs but is it a very useful skill-set to develop.</p>

<p>8</p>	<ul style="list-style-type: none"> <li>Short presentation of Papers using the outline submitted by the DBA student</li> </ul>	<ul style="list-style-type: none"> <li><b>None:</b> from assigned readings, but the DBA will read additional articles to support the paper.</li> </ul>	<p><b>Assignment #8.1 Complete Paper and Presentation to Class</b></p> <p>Prepare a PowerPoint presentation of your paper/journal article focusing on the outline and the Journal conceptual framework. The presentation will briefly address all topics. In addition, the presentation should have a section titled What I learned: Include in this section not only content/methods/writing skills learned but also include how you see a DBA-level thinking and learning to be different from a Masters level and What areas you feel need the most development for you (with specific examples). To accomplish this, review the five (5) course objectives and write a 3 - 4 paragraph description of how you professionally and/or personally meet that objective, as a result of this course and writing this paper. Include a statement regarding the value of the information and practices you developed or refined. You do not need to present your DBA development plan to the class or post it on the discussion thread unless you would like feedback from your colleagues.</p> <p><b>Assignment 8.2: Readyng the paper for submission to the Journal</b></p> <p><b>Assignment 8.3 Submit paper</b></p>
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## Grading Criteria

### *Grading Scale*

<b>A</b>	100 – 93
<b>A-</b>	92 – 90
<b>B+</b>	89 – 88
<b>B</b>	87 – 83
<b>B-</b>	82 – 80
<b>C+</b>	79 – 78
<b>C</b>	77 – 73
<b>C-</b>	72 – 70
<b>F</b>	69 and below

### *Grading requirements*

<i>Attendance/participation</i>	<i>20%</i>
<i>Weekly Assignments</i>	<i>50%</i>
<i>Final paper</i>	<i>30%</i>
	<i>100%</i>

## **Library:**

*All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.*

Library Resources: Argosy University's core online collection features nearly 21,000 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosyu.edu>. Detailed descriptions of online resources are located at <http://library.argosyu.edu/misc/onlinedblist.html>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarians.

Information Literacy: Argosy University's Information Literacy Tutorial was developed to teach students fundamental and transferable research skills. The tutorial consists of five modules where students learn to select sources appropriate for academic-level research, search periodical indexes and search engines, and evaluate and cite information. In the tutorial, students study concepts and practice them through interactions. At the conclusion of each module, they can test their comprehension and receive immediate feedback. Each module takes less than 20 minutes to complete. Please view the tutorial at <http://library.argosyu.edu/infolit/>

## **Academic Policies**

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition (2001)*. Washington DC: American Psychological Association (APA) format. Please refer to Appendix A in the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition* for thesis and paper format. Students are encouraged to purchase this manual (required in some courses) and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources.

You may be asked to submit your course assignments through “Turnitin,” ([www.turnitin.com](http://www.turnitin.com)), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

### **Americans with Disabilities Act Policy**

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student’s responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

### **The Argosy University Statement Regarding Diversity**

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.