



Therese Martin
Student 

BUS-1300-C-01 Cmty-Based Resch/Statistical Analys Fall 17-18

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 NAVIGATION 

 ADMINISTRATION 

 PEOPLE 

 MY COURSES 

 ACTIVITIES 

 SEARCH FORUMS 

 LATEST
ANNOUNCEMENTS 

 UPCOMING
EVENTS 

 RECENT ACTIVITY 

BUS 1300 – Community-Based Research and Statistical Analysis

Classes: MW 2-3:15PM

Instructor: Therese F. Martin

Contact: tmartin@ndnu.edu or (415) 235-9004

Office: Cuvilly 20


Office hours: 1 hour before class. Make an appointment

Materials:

- Salkind, N. (2016). Statistics for People Who (Think They) Hate Statistics Using Microsoft Excel , Ed 4.
- Chambliss, D. & Schutt, R. Making Sense of the Social World, Ed 5.
- findingQED.com account

All homework is due every Friday by 11:55 pm.

 News forum

 Program Learning Outcomes

PLO1 Students will acquire and demonstrate analytical and problem-solving skills within various disciplines of business-- accounting, economics, finance, management, and marketing.

PLO2 Students will learn to describe, discuss and analyze current events in American business with attention to the global, social, and ethical dimensions of events.



PLO3 Students will acquire the communication, research, and technological skills needed to analyze a business situation (problem and/or opportunity) and prepare and present a management report.

PLO4 Students will engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences.

PLO5 Students will develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically, and professionally with people of diverse ethnic, cultural, gender, and other backgrounds.



Course Learning Outcomes

- Understand the conceptual, mathematical and practical foundations of basic and intermediate statistical concepts. (PLOs #1, #3)
- Apply the various statistical measures, tests, processes and concepts to analysis of datasets in order to draw useful conclusions about populations.(PLOs #1, #3)
- Conduct thorough, systematic and publicly useful research studies using principles of the scientific method.
- Present data-based results and conclusions in a cogent and professional manner and make recommendations based on statistical findings. (PLO #3)
- Develop an appreciation for the tools and scientific rigor of the research process.(PLO #3)
- Apply the NDNU mission/hallmarks of Community Engagement and Social Justice by working with community partners to conceptualize, develop, plan, and execute a worthwhile community-based study, which improves the social welfare of the local community.(PLOs #4, #5)









Assignment Value, Hours

Assignment	Number	Points	Total Points	Hours
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Seat Time			
Community Engagement			
Introduction	1	5	5
Journals	2	9	18
Article Notes	2	3	6
Annotated Bibliography	1	10	10
Chambliss Homework	9	5	45
Salkind Homework	14	5	70
Literature Review	1	10	10
Methodology and Findings	1	10	10
Introduction and Conclusion	1	10	10
Paper	1	10	10
Presentation	1	10	10
Final	1	10	10
Reading			
Total			214

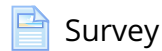
Assignments

INDIVIDUAL ASSIGNMENTS

-  Article Notes
-  Article Note Template
-  Annotated Bibliography
-  Compare and Contrast Essay
-  Pop Quizzes
-  Journals

GROUP PROJECT

-  Term Paper
-  Presentation



Policies

Academic Honesty

Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work. IF YOU PLAGIARIZE ANY ASSIGNMENTS, YOU (AND YOUR TEAM) WILL FAIL THE COURSE.

Privacy and Confidentiality

One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

Learning & Other Disabilities

Students with Disabilities: As required by section 504 of the Rehabilitation Act, the instructor will make appropriate accommodations for all students with documented disabilities. In order for accommodations to be in place, you are required to bring appropriate documentation (evidence must be in writing) to the PASS office. You should notify the PASS office by either calling Alice Wong at (650) 508-3670 or sending an email to awong@ndnu.edu in order to schedule an appointment.

Syllabus Updates

Refer to this syllabus for course assignments. However, the course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances, University policies will be strictly adhered to.



Class Attendance

Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process. Three missed classes [or major portions of those classes] will yield an automatic "F" for the course.



Written Assignments

The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers. Go to APAstyle.org for guidance.



Sample APA Paper



Late Homework

The instructor does not accept late homework unless the student provides a documented reason for the delay. Illness is a legitimate delay. When there is a long-term assignment, I expect that you did not cram. You must submit something.



Participation

Both lecture and classroom activities (both in-class and online) are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy (i.e., research pros and cons) of what was noteworthy in context of this class.



Extra Credit

None specified, though the opportunity to introduce it will be at the discretion of the instructor. Any extra credit is available to the whole class. No one person may have an extra credit assignment.

Resources is not available

Week 1: 8/28 & 8:30

- Design Thinking
- Salkind Chapter 1: Statistics or Sadistics? It's Up to You
- SalkindChapter 2: Computing and Understanding Averages: Means to an End



Homework Introductions



Bootcamp Bootleg

Week 2: 9/4 & 9/6

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- Chambliss Chapter 1: Science, Society, and Social Research
- Chambliss Chapter 2: The Process and Problems of Social Research



Journal about Design Thinking



Homework Salkind 1



Homework Salkind 2

Week 3: 9/11 & 9/13

- Chambliss Chapter 3: Ethics in Research
- Chambliss Chapter 7: Survey Research
- Chambliss Chapter 11: Unobtrusive Measures








Homework Chambliss 1



Homework Chambliss 2



Week 4: 9/18 & 9/20

- Salkind Chapter 3: Vive la Différence: Understanding Variability
- Salkind Chapter 4: A Picture Really Is Worth a Thousand Words

-  Homework Chambliss 3
-  Homework Chambliss 7
-  Homework Chambliss 11
-  Upload Team Contract
-  Team Contract Template




Week 5: 9/25 & 9/27

- Salkind Chapter 5: Ice Cream and Crime: Computing Correlation Coefficients
- Salkind Chapter 6: Just the Truth: An Introduction to Understanding Reliability and Validity
- Salkind Chapter 7: Hypotheticals and You: Testing Your Questions

-  Homework Salkind 3
-  Homework Salkind 4

Week 6: 10/2 & 10/4

- Chambliss Chapter 4: Conceptualization and Measurement
- Field Work: Visit the Client and Conduct Your Interview

-  Homework Salkind 5
-  Homework Salkind 6
-  Homework Salkind 7

Week 7: 10/9 & 10/11

- Chambliss Chapter 5: Sampling
- Salkind Chapter 8: Are Your Curves Normal? Probability and Why It Counts
- Salkind Chapter 9: Significantly Significant: What It Means for You and Me
- Salkind Chapter 10: Only the Lonely: The One-Sample Z-Test



Homework Chambliss 4



Journal about Collaborating on the Survey/Questionnaire



Group Assignment: Survey or Research Questions



Sample Survey

Week 8: 10/16 & 10/18

- Chambliss Chapter 6: Causation and Experimental Design
- Chambliss Chapter 9: Qualitative Methods: Observing, Participating, Listening
- Salkind Chapter 11: t(ea) for Two: Tests Between the Means of Different Groups



Homework Chambliss 5



Homework Salkind 8



Homework Salkind 9



Homework Salkind 10

Week 9: 10/23 & 10/25

- Compare & Contrast
- Literature Review



Article Note 1



Article Note 2



Homework Chambliss 6



Homework Chambliss 9



Homework Salkind 11

Week 10: 10/30 & 11/1

- Salkind Chapter 12: t(ea) for Two (Again): Tests Between the Means of Related Groups
- Salkind Chapter 13: Two Groups Too Many? Try Analysis of Variance
- Salkind Chapter 14: Two Too Many Factors: Factorial Analysis of Variance—A Brief Introduction



Annotated Bibliography

Week 11: 11/6 & 11/8

- Writing a Methodology
- Writing Findings
- Writing a Conclusion



Homework Salkind 12



Homework Salkind 13



Homework Salkind 14

Week 12: 11/13 & 11/15


 Literature Review

Week 13: 11/20 & 11/22

Practice for final exam.

 Methodology and Findings

Week 14: 11/27 & 11/29

 Introduction and Conclusion

Week 15 - 12/4 & 12/6

- Presentation
- Paper

 Presentation

 Paper

Finals Week

- Final Exam (Finding QED.com)