



## **Business 190 Careers in Business Research**

**Professor Jone L. Pearce**

Winter 2016

Tuesdays & Thursdays 11:00AM-12:20PM

Office Hours: 9:30AM-10:45 Tuesdays and

Thursdays, after class Tuesdays, and by  
appointment in SB1 3411

SB1 2200

Teaching Assistant: John Morton

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### **Course Description**

This course is an introduction to research careers in business – conducting research for public or private organizations, or as a university faculty member in a business school. The course will provide introductions to the kinds of careers available, the types of research conducted in these settings, and how to prepare for a research career. There are no prerequisites for this course; it is open to anyone who wants to learn more about how and why business research is conducted, and gain more information about whether or not you might want to pursue such a career.

### **Format**

The course will consist of some lectures and numerous guest speakers who will introduce students to the research in their scholarly fields or companies, as well as how they personally prepared for their careers. The guest speakers are both faculty members in business schools and researchers for public, government or consulting organizations.

### **Readings**

There is one textbook, Singleton, Jr., R. A. & Straits, B. C. 2009. *Approaches to Social Science Research* (5<sup>th</sup> ed.). New York: Oxford University Press (S&S); it also will be available for three-hour loan at the campus library. All other readings and research materials will be available from either the campus online resources or will be posted on the course EEE page.

## Requirements

There will be nine quizzes and a Research Question Proposal. Each quiz will cover the previous week's material (readings, instructor lectures and guest speaker's observations); there will be no comprehensive final examination. Each quiz will consist of five questions worth 2 points each. We will throw out the five questions on which each student scores most poorly or one whole quiz (if the student misses one class that session). That is, the quizzes, taken as a whole, are worth 80 points.

The quizzes will be taken at the beginning of the classes indicated in the attached course schedule at 11:05, sharp, via your registered UCI i<clicker. You can register your i<clicker for this class on <https://www1.iclicker.com/register-clicker/>. Use your 8-digit UCI student ID number in the student ID field. More detailed i<clicker registration information is available on the class EEE page. Be sure to register your i<clicker by January 11. If you have difficulty registering your i<clicker, contact the Teaching Assistant John Morton BEFORE January 12. We will not be using their REEF Polling App, so please bring your i<clicker to each class.

In addition to the quizzes, you will prepare a Research Question Proposal. Follow the instructions in the *How to Write a Research Proposal* document available in the course's EEE Webpage. In addition to those instructions identify at least one faculty member in the Merage School who could sponsor an Honor's Thesis on your research question **or** two faculty members at other universities who have conducted research related to your question. More detailed instructions are provided in the first class session. Load your Research Question Proposal into the EEE Assignment Box for the course by 5PM March 10.

Finally, all students completing a course evaluation will receive one "bonus point."

- Quizzes..... 80 points
- Research Question Proposal..... 20 points
- Bonus for completing the course evaluation..... 1 point

Maximum possible points..... 100 points

Because this course is intended as an introduction to careers in business research, and research is one of the most autonomous professions available, the integrity of researchers is *the* fundamental job requirement. No matter how much great work you may have done (or may be prepared to do), your career as a researcher is over, forever, no second chances, if you are caught in an integrity violation. Therefore, you are assumed to be early-career research professionals in this course and any cheating will be prosecuted to the maximum allowable by the university.

Course Schedule

Date	Topics and Readings
January 5	Introduction Readings: <a href="http://www.phdproject.org/become-a-professor/is-a-phd-right-for-you">www.phdproject.org/become-a-professor/is-a-phd-right-for-you</a> <a href="http://www.bestbizschools.com/en/doctorate.aspx">www.bestbizschools.com/en/doctorate.aspx</a> <i>How to Write a Research Proposal</i> (class EEE Website)
January 7	Why Systematic Research? And Research What? Readings: S&S Chapter 1 & 2; <a href="http://goingconcern.com/post/whats-getting-phd-accounting-really-all-about">http://goingconcern.com/post/whats-getting-phd-accounting-really-all-about</a>
January 12	<b>1<sup>st</sup> Quiz</b> Guest Speaker: Prof. Libby Weber (Strategy, UCI) Integrity in Research Readings: S&S Chapter 3
January 14	Guest Speaker: Dr. Richard Guzzo (Mercer) Introduction to Research Design Readings: S&S Chapter 4
January 19	<b>2<sup>nd</sup> Quiz</b> Guest Speaker: Prof. Cornelia Pechmann (Marketing, UCI) Measurement Readings: S&S Chapter 5
January 21	Sampling Readings: S&S Chapter 6
January 26	<b>3<sup>rd</sup> Quiz</b> Guest Speaker: Prof. Morton Pincus (Accounting, UCI) Why Experiments? Readings: S&S Chapter 7
January 28	Guest Speaker: Prof. Rick (Kut) So (Operations Management, UCI) Experimental Designs Readings: S&S Chapter 8
February 2	<b>4<sup>th</sup> Quiz</b> Guest Speaker: Prof. Gerardo Okhuysen (Organization & Management, UCI) Why Questionnaires and Interviews? Readings: S&S Chapter 9
February 4	Survey Design Readings: S&S Chapter 10

<b>February 9</b>	<b><u>5<sup>th</sup> Quiz</u></b> Guest Speaker: Prof. Robin Keller (Decision Sciences, UCI) Field Research Readings: S&S Chapter 11
<b>February 11</b>	Guest Speaker: Dr. Murielle Jacobson (RAND & UCI) Archival Research & Big Data Readings: S&S Chapter 12
<b>February 16</b>	<b><u>6<sup>th</sup> Quiz</u></b> Guest Speaker: Prof. Christopher Schwarz (Finance, UCI) Using Multiple-methods Readings: S&S Chapter 13
<b>February 18</b>	Guest Speaker: Dr. Kathryn Dekas (Google) Evaluation Research Readings: S&S Chapter 14
<b>February 23</b>	<b><u>7<sup>th</sup> Quiz</u></b> Guest Speaker: Dr. Henry McMillan (Pacific Life) Data Preparation and Initial Inspection Readings: S&S Chapter 15
<b>February 25</b>	Multivariate Analysis Readings: S&S Chapter 16
<b>March 1</b>	<b><u>8<sup>th</sup> Quiz</u></b> Guest Speaker: Neil Sahota (IBM) Writing for a Living Readings: S&S Chapter 17
<b>March 3</b>	Guest Speaker: Doctoral Student Panel Presenting Research Readings: <a href="http://knowhownonprofit.org/how-to/how-to-present-research-findings">http://knowhownonprofit.org/how-to/how-to-present-research-findings</a>
<b>March 8</b>	<b><u>9<sup>th</sup> Quiz</u></b> Finding Out If You Like Doing Research Readings: <a href="http://www.honors.uci.edu">www.honors.uci.edu</a>
<b>March 10</b>	Selecting the Right Graduate Program

**Research Question Proposal due March 10 by 5PM in the course Assignment Box in EEE.**