

BUS 230: Business and Economics Research and Communication

In-class Exercise: Exploring Research Project Ideas

Instructor: James Murray

Learning Outcomes:

- LO-1: Develop the ability to define a research problem: Formulate research questions and hypotheses that are measurable, well-defined, address the overall problem, are directly related, and reflect the scope of the problem.
- CBA LO-1: Develop the ability to convey information and ideas effectively.
- CBA LO-2: Decision Making and Critical Thinking - Have the ability to think critically when evaluating decisions.

Directions: Answer the questions below. The questions help you dissect your research ideas to determine their potential, and how you will begin going about conducting the research.

Before you meet with your client, it is useful for you to think about what you can accomplish for them. I know you still do not know much about what your client is looking for, but nonetheless, come up with a specific research idea for your client (this is tentative, you will in all likelihood change your idea at least somewhat). Most of your clients are open minded about exactly what aspect of their business research problem that you would like to investigate.

Take a project idea for your group, and a project idea from another group, and answer the questions below for each idea. Answer all the questions for a given research idea before moving to the next research idea. Note: some research questions might not lend themselves very well to these questions, which may be evidence that the idea needs some altering or some more development. You may consider changing a research idea slightly to answer these questions.

Do the idea from the other group *first*. After class, please e-mail your answers to the discussion leader of the other group, so that they can benefit from your work. Please CC me (jmurray@uwlax.edu) on this email.

Type up your answers for all four ideas and submit it to the appropriate D2L dropbox.

1. Briefly (one or two sentences) describe the idea (for the other group, you need only re-write what they wrote for you)
2. What group had this idea? That is, what is their group number, and who is the point of contact (name and email address)?
3. What is the potential problem or opportunity?
4. If you identified a problem, list 3 possible symptoms? If you identified an opportunity, list 3 possible pieces of evidence that the opportunity exists.
5. Who is your target population? That is, who will you sample? Is this population appropriate to address the purpose of the paper? Are there any drawbacks to limiting to this population?
6. Write at least two survey questions for each symptom or possible evidence of an opportunity that you listed in #4 (for a total of at least 6 survey questions).
7. Based on your answers above, how clear is the problem or opportunity?
8. How likely is it that the research question is *measurable*? That is, can well written survey questions get the right data to analyze to answer the question?

9. Read through your answers to all the previous questions, and come up with 4 questions that you can ask your client when you meet with him or her.

Submission: Please type up two sets of answers for questions 1-9, one for the other group's project idea and one for your idea, and upload this to the appropriate D2L dropbox. Due on Sunday, February 10, 11:59pm.