ACSO 4120: Mixed Research Methods
Syllabus
Instructor: Dr. Ajay K. Aggarwal
Spring 2024

Email: Ajay.Aggarwal@unt.edu

Office: FRLD 353

Office Hours: T/R 1-2 & by appointment

Class Hours - MW 10:30 – 11:50

Course Hours: FRLD 446

Class Venue: FRLD 446

Course Description

An integration of quantitative and qualitative analysis provides a completer and more synergistic utilization of data. Many companies today collect an overwhelming amount of data. However, gaining insight from analytics continues to elude many organizations. To help meet the market demand for analytics professionals, this course provides students with an analytical toolset to enable them to address data-driven problems. Topics addressed may include mixed methods research design, interaction between qualitative and quantitative strands, and convergent, explanatory, exploratory and embedded design.

The course makes use of the leading inferential analysis tools: Microsoft Excel, R and R Studio.

Course Learning Outcomes
1. Describe the scientific method and how it relates to mixed methods research.
2. Analyze the generalizability of a research design, and identify the strengths and limitations of a proposed research design methodology.
3. Delineate elements of probability and apply statistics to make inferences about a population.
4. Distinguish and assess the contrasting values, concepts, and practices of diverse approaches to qualitative research.
5. Demonstrate the fundamental principles of designing mixed methods studies through the preparation of a mixed methods research proposal.

Required Courseware & Materials
(BA) Business Research Methods (with McGraw-Hill Connect)
Title: Essentials of Marketing Research, McGraw-Hill, 2024.
[Use the QR Code on the next page to sign up for Connect]
- **Microsoft Excel**, installed in computer labs, is available to download (Office365) at https://aits.unt.edu/support/office365apps.

- **Canvas** (https://unt.instructure.com/login/ldap): The lecture slides, data files, syllabus, and other materials will be posted on Canvas. Please make sure you keep up and check it often

**Course Grading**

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<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
</tr>
<tr>
<td>Final Research Proposal</td>
<td>20%</td>
</tr>
<tr>
<td>Assignments</td>
<td>40%</td>
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<tr>
<td>Participation</td>
<td>20%</td>
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Extra credit will be awarded for participation in activities announced by the instructor, and for active class participation. While grades over 90, 80, 70, and 60 will assure you of receiving an “A”, “B”, “C” and “D” respectively, your instructor may curve the class grades, for your benefit, based upon the overall class performance.

**University and School Policies and my course learning mindset**

- **DIVERSITY & INCLUSION**: As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation so we will work as a class to collaborate in ways that encourage inclusivity. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all.

- **CAREGIVER RESPONSIBILITIES**: I have great respect for students who are balancing their pursuit of education with the responsibilities of caring for children or other family members. If you run into challenges that require you to miss a class, or if your caregiving responsibilities are interfering with your ability to engage in learning, please contact me. There may be some instances of flexibility we can offer to support your learning.
• STAY INFORMED: Access regularly the course material posted on Canvas. If you feel that you are struggling with the material, please contact me.

• COMPLAINTS: I value the many perspectives students bring to our classroom. Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. If you ever feel like this is not the case, please stop by my office and let me know. We are all learning together. If you wish to register a complaint, you should first discuss your complaint with me. If you wish to carry it further, contact Dr. Dianne Gravley (the program director) and then other instances in New College, but only after first discussing it with your instructor.

• EXAMS: Even though exams are stressing, you are perfectly capable of solve them successfully. If you are facing extenuating circumstances, please reach out to me as soon as possible to receive support. I normally require written requests to fulfill UNT regulations. We can then discuss alternative arrangements.

• LEARNING SUPPORT: I'm here for you. My aim is to facilitate your learning process. Please do not hesitate to ask questions to the instructor (Dr. Ajay). I will respond to your questions as quick as possible via email. Sometimes, similar questions may be raised by several students, in which case I will send the entire class email in Canvas.

• WITHDRAWING / DROPPING THE COURSE: Keep in mind that if you are considering to withdraw the class, make sure you received all the possible support before. If you still feel necessary to do so, please check the academic calendar for properly withdraw before the scheduled last drop day. If you stop attending class, you should execute the drop procedure since failure to do so will result in a grade of “F” which cannot be changed.

• ACADEMIC INTEGRITY: This course adheres to the UNT policy on academic integrity. The policy can be found at https://vpaa.unt.edu/fs/resources/academic/integrity. Remember that if you engage in any form of academic dishonesty, you will receive a failing grade on the test or assignment, or a failing grade in the course. In addition, the case may be reported to the UNT Dean of Students/Academic Integrity Office, which maintains a database of related violations. Students are expected to read https://policy.unt.edu/policy/06-003 UNT’s Student Standards of Academic Integrity with defines academic dishonesty and sets out the consequences of unethical behavior.

• STUDENTS WITH DISABILITIES: The New College complies with the Americans with Disabilities Act (ADA) in making reasonable accommodations for qualified students with disability. If you have an established disability you should register with the Office for Disability Accommodation (ODA) and receive further instructions. Please see contact me as soon as possible if you have any questions.

• DEADLINES: Dates of drop deadlines, final exams, etc., are published in the university catalog and the schedule of classes. Please be sure you keep informed about these dates.

• INCOMPLETE GRADE (I): The grade of "I" is not given except for rare and very unusual emergencies, as per university guidelines. An "I" grade cannot be used to substitute your poor performance in class. Do not let that happen and contact me as soon as possible!

• CAMPUS CLOSING: In the event of an official campus closing, please check your UNT e-mail for instructions on how to turn in assignments, how the due dates are modified, etc.

Schedule and weekly learning goals

The description and timelines contained in the syllabus are subject to change at Professor's discretion based on the group learning's pace or other events that may impact the current schedule.

It is meant to be a guide and several items are subject to change. Exams may be moved in time & will be announced. It is STRONGLY recommended that you adhere to the schedule outlined below. This way, you should progress at a reasonable, sustainable pace. You will also be able to keep up with all duedates.

Suggested Course Schedule

Topic 1 - Introduction (1/17)
Topic 2 – Scientific Method (1/22 – 1/24)
Topic 3 – Research Design (1/29 – 2/5)
Topic 4 – Qualitative Data Analysis (2/7 – 2/19)
Topic 5 – Midterm (2/21)
Topic 6 – Quantitative Data Preparation (2/26 – 3/6)
***** – Spring Break (3/11 – 3/17)
Topic 7 – Quantitative Data Analysis – Basics (3/18 – 4/8)
Topic 8 – Mixed Methods Proposals and Reporting (4/10 – 4/24)