

**CMHT 5300: Research Methods****[Tuesdays 5:30~8:20, Chil 387]**

Dr. Jiyoung Kim, Chilton Hall 342C, Ph: (940) 565-3344

Please send email to set an appointment

jiyoung.kim.smhm@gmail.com **(do not send email through Black Board)**Course blackboard (bb): <https://learn.unt.edu>**COURSE DESCRIPTION**

Critical evaluation of research methods in merchandising and hospitality management fields. Develop research framework and formulate research questions. Enhance research skills through writing a thesis proposal or research proposal.

Objective of this class is to...

1. Summarize the research process.
2. Formulate a research question(s) using supporting theory and research.
3. Create a research design linking concept(s) to the research question.
4. Determine appropriate use of experimental, survey, field, qualitative and unobtrusive research designs.
5. Develop an instrument to measure concepts.
6. Write and present a defensible research proposal.

**READINGS****Required Textbook:**

Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices*. Open Access Textbooks. Book 3. [http://scholarcommons.usf.edu/oa\\_textbooks/3](http://scholarcommons.usf.edu/oa_textbooks/3)

**Weekly readings:** Will be announced in class and on BB each week.

**APA Manual:** Use APA style for all your class assignments.

Publication Manual of the American Psychological Association (6th ed.). (2010). Washington, DC: American Psychological Association.

**COURSE POLICIES**

**Sending e-mail:** When sending e-mails, be sure to put "CMHT5300" in the Subject line. You will get replied within 24 hours with very few exceptional cases (going for a conference, etc.). In these cases, the instructor will notify you beforehand.

**Assignment Due Dates & Guidelines:** All assignments due date/time is specified in the assignment guideline. Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled exam time/ or assignment due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances.

**Student Perception of Teaching (SPOT)** is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Assignments		Points
<b>Article Analysis Assignment</b> Articles will be assigned for reading, (please see below schedule for days that AAA is due) and Article Analysis paper will be due the next class period. Articles list and specific questions to be addressed in the Article Analysis paper will be distributed through Canvas.		<b>30 pts each</b>
<b>In- class activities</b>		<b>10 pts each</b>
<b>AAA presentations</b>		<b>50pts</b>
<b>Exams (50pts X2)</b>		<b>50 pts each</b>
<b>Proposal</b> Each element of the proposal will be assigned as class assignments throughout the semester. Detailed guideline will be distributed in class and on Canvas.		<b>440</b>
Topic review	30	
Pre-proposal	30	
Pre-proposal presentation	30	
Chapter 1. Intro	50	
Chapter 2. Literature review	50	
Chapter 3. Methodology	50	
Proposal final	100	
Proposal defense	100	
<b>Final Exam</b> Class activities each day will prepare you for the final exam. In addition, read the book and lecture notes. Final exam will be an in-class, comprehensive open book exam		<b>100</b>

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows:

- A = 90% and up
- B = 80% or greater, and less than 90%
- C = 70% or greater, and less than 80%
- D = 60% or greater, and less than 70%
- F = Less than 60%

*This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.*

	Date	Topic	Ch.	Due dates
1	8/28	What is scientific research?	1	Activity 1
2	9/4	Selecting a problem/mapping your ideas	2,3	AAA 1 Activity 2
3	9/11	Use of theory	4	AAA 2 Activity 3
4	9/18	Conceptual framework/ Research Design/variables	L	AAA 3 Activity 4 <b>Topic review due 9/22 (Sun)</b>
5	9/25	<b>EXAM 1</b>	5	<b>Pre-proposal due 9/29 (Sun)</b>
6	10/2	<b>Pre-proposal presentation</b>		Activity 5 <b>Submit your presentation file on BB</b>
7	10/9	<b>Pre-proposal presentation</b>		Activity 6
8	10/16	Hypothesis	6	AAA 4 Activity 7 <b>Ch.1 Intro (BB) due 10/20 (Sun)</b>
9	10/23	Measurement/ Scale Reliability and Validity	7	AAA 5 Activity 8
10	10/30	Data collection: Experimental	8,9	AAA 6 Activity 9
11	11/6	<b>EXAM 2</b>		<b>Ch.2 Lit review due 11/10 (Sun)</b>
12	11/13	Sampling Data collection: Survey	11,12	AAA 7 Activity 10 <b>Ch. 3 Method due 11/17(Sun)</b>
13	11/20	Data analysis	13,14	AAA 8 Activity 11
14	11/27	<b>Final Exam</b>		
	11/28-29	<b>Thanksgiving</b>		<b>Proposal Final Due 12/3 (Tues) at 11:59pm</b>
15	12/4	<b>Proposal defense</b>		Activity 12 <b>Submit your presentation file on BB</b>
16	12/11	<b>Proposal defense</b>		Activity 13

**CMHT Graduate Syllabus Statements****ACADEMIC REQUIREMENTS****Academic Status**

- This term is used as an indication of a student's academic standing with the university. Graduate students must maintain a minimum cumulative grade point average (CGPA) of 3.0 to remain in good academic standing.
- A graduate student is placed on academic probation at the end of any enrollment period in which the CGPA drops below 3.0.

**ACADEMIC ADVISING****CMHT Graduate Faculty Advisor**

- CMHT MS students: plan to contact your assigned graduate faculty advisor at least once a semester, preferably twice. After the degree plan is completed, provide updates specifically on any change related to your degree plan. This includes changing the classes selected on the degree plan, change of minor or change in choice of thesis or non-thesis option.
- CMHT Graduate Academic Certificate students: contact the Department Graduate Coordinator at least once every semester to verify certificate program progression.
- BS Grad-Track Students: contact your Undergraduate Advisor and Department Graduate Coordinator regarding any questions related to your Grad-Track plan.

**Degree Plan**

- The degree plan is an official document prepared and approved by the student's faculty advisor and the Department Chair and lists courses completed, courses to be completed, and any other requirements for a particular degree program. The degree plan is then submitted for department chair approval during the student's first term/semester of enrollment. The degree plan is subject to the requirements of the catalog in effect at the time the degree plan is approved. Policy found at: <http://www.unt.edu/catalog/grad/academics.htm>

**Non-Degree Students**

- Non-degree seeking students are admitted to the [Toulouse School of Graduate Studies](#) to enroll in graduate or undergraduate courses and are not admitted to a degree program or do not intend to complete a degree at UNT. Up to 12 graduate semester credit hours taken as a non-degree seeking student may be used toward a degree only with approval from the academic department. Non-degree seeking students must meet graduate school admission requirements.
- Students who continue to register for courses beyond the first 12 hours risk earning credits that cannot be applied to a degree program if admission is obtained later. Satisfactory completion of course work and/or other degree requirements does not imply acceptance of those credits toward a degree program. It is the responsibility of the student to know his or her admission

status and seek admission to a degree program in a timely manner.

<http://www.unt.edu/catalog/grad/academics.htm>

### Application for Graduation

- It is the responsibility of the student to stay well-informed of progress toward the degree and to file the appropriate degree application with the office of the graduate dean. This is handled by accessing the online form and following the directions at <http://tsgs.unt.edu/academics/graduation> . Consult the online academic calendar at <http://registrar.unt.edu/graduation-and-diplomas> for the proper dates. The applicant's grade point average on all graduate work attempted must be at least 3.0 for the application to be accepted.

### ACADEMIC INTEGRITY

Academic integrity emanates from a culture that embraces the core values of trust and honesty necessary for full learning to occur. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. Individual faculty should include penalties for academic dishonesty in their courses.

**As a graduate student, you may be accumulating a body of knowledge related to your research focus. If you desire to continue with this endeavor in a current or future class you should discuss this matter with your instructor before beginning an assignment which you might utilize previously submitted work. Again, submitting papers, projects, or case studies that have already been submitted in previous coursework or current coursework is academic dishonesty.**

### STUDENT PERCEPTIONS OF TEACHING

The Student Perceptions of Teaching (SPOT) is the student evaluation system at UNT. This assessment will be made available during the semester. Student feedback is important and an essential part of participation in this course.

### ADA Policy

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to

begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or make an appointment to connect with the faculty member if your class is not an on-campus class. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

### IMPORTANT DATES

**Specific details of all deadlines and events are found at these websites.  
Use these websites for all final verifications of deadlines and dates.**

#### Dropping a course:

- A decision to drop a course may affect your current and future financial aid eligibility.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- See <https://registrar.unt.edu/registration/dropping-class>

#### Other dates and deadlines:

UNT Registrar: <https://registrar.unt.edu/students>

Important Dates/Deadlines: <https://registrar.unt.edu/registration-guides-by-semester>

#### Graduate School Dates for Graduation and Thesis Deadlines:

<http://tsgs.unt.edu/academics/graduation>

### Dates and Deadlines

August 26	First day of class
August 30	Last day for change of schedule other than a drop. (Last day to add a class.)
September 2	Labor Day – No classes; University is closed
September 9	Census date –Students cannot be added to a course for any reason after this date.
September 10	Beginning this date, students must follow university procedures to drop a class. See <a href="https://registrar.unt.edu/registration/dropping-class">https://registrar.unt.edu/registration/dropping-class</a>
November 4	Last day for a student to drop a course and receive a W.
November 28-29	Thanksgiving Break
December 4-5	Pre-final days
December 5	Last class day
December 6	Reading day (no classes)
December 7-13	Final exams ( <b>Exams begin on Saturday</b> )
December 13-14	Graduation ceremonies

### CMHT IT Services

**CMHT-IT Services Student Laptop Checkout Information**

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room 386 will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 7:30AM – 9:30PM  
Tuesday: 7:30AM – 9:30PM  
Wednesday: 7:30AM – 9:30PM  
Thursday: 7:30AM – 9:30PM  
Friday: 7:30AM – 5:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will not save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk or visit us at:  
<https://itservices.cmht.unt.edu/> or give us a call at (940) 565-4227.

**CMHT Student Computer Lab**

Located on the 3rd floor of Chilton Hall, technology classroom 388 will be open for students as a computer lab Monday - Friday between the hours of 8:00AM – 11:00AM and from 2:00 PM to 5:00PM. In this computer lab, please take advantage of the space for your study time, group projects, tutoring or printing needs.

**CAREER INFORMATION and RESOURCES****Career Center**

The Career Center is currently located in Chestnut Hall (just across the street from Chilton), and will be moving to Sage Hall sometime this year. They provide \*free\* help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs. They also offer free business cards for students who can pick up on campus:  
<https://studentaffairs.unt.edu/career-center/students-and-alumni/free-business-cards>

**Internship / Career Industry Contact Opportunities**

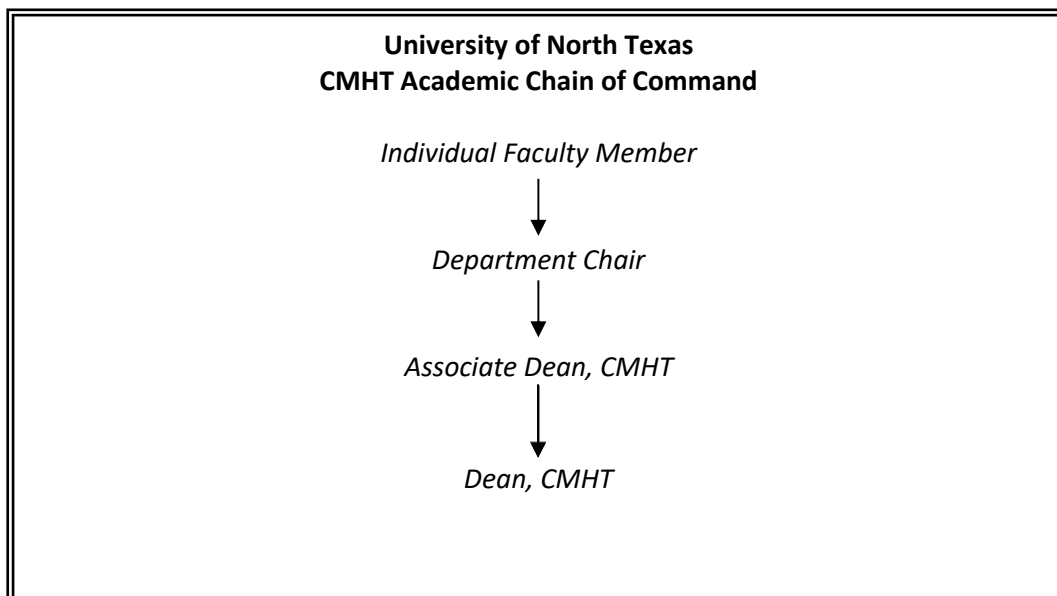
- In the fall semester, watch for information about the Executive in Residence (EIR) Lecture. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers.
- Also in fall, look for the MDR Career Expo, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
- In the spring semester, watch for information about the Consumer Experience Symposium. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- Spring semester also brings the HTM Career Expo, where our industry recruiters come to campus to visit with you!
- CMHT Student organizations bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an Industry Partner of the Day set up in the hallway near the advising offices. These may be publicized in your classes and are posted on the bulletin board in that Chilton hallway.

**Online Job Board and Social Media Sites**

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Site - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

**ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related issues. When you need problems resolved, you should start with your **individual faculty member** who will then help you navigate the Chain of Command shown below:

**ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please do so, as this is where you learn about job opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

**COURSE SAFETY STATEMENTS**

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries



incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

From UNT-International regarding On-Campus Component Reporting Form for Online Courses.  
"If a course has any on-campus requirement, it is not considered an online course:

For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examinations or other purposes integral to completion of the class. An on-line or distance education class is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement." 8 CFR 214.2(f)(6)(i)(G)

If a student participates in a "physical attendance" activity for an online course, the course is not considered an online course for the purposes of this rule."

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.

<https://clear.unt.edu/policies-procedures/policies/f1-visa>

### **CLASSROOM POLICIES (On-campus and on-line)**

The University's expectations for student conduct apply to all instructional forums. The Code of Student Conduct is located at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

### **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). <http://www.unt.edu/eaglealert/> The system sends messages to the phones, etc. of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.

In the event of a university closure (weather or other circumstance) check your Eagle Connect email and

check into your Canvas course to receive information regarding your specific classes.

### **What if You Are In Distress?**

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK