



MHA 635: Research Methodology

Spring 2022

Instructor Name:

Phone:

E-Mail:

Office Hours:

Office Location:

Course Meeting Time:

COURSE DESCRIPTION

Examination of research methods including the scientific method, literature review, sampling, statistics, research design and analytical technique.

COURSE PREREQUISITES

Enrollment in the Gaming Management Subplan of the MHA program.

COURSE OBJECTIVES

Course objectives include developing the student to:

- Analyze the relative merits of various scholarly articles.
- Develop a clear purpose statement and research questions
- Prepare a coherent literature review.
- Explain the differences between qualitative, quantitative, and mixed methods research.
- Select an appropriate sampling procedure.
- Ensure the validity and reliability of a research project.
- Plan an effective interview.
- Create a range of question types.
- Conduct an observation
- Describe methods of analyzing data
- Write a coherent and focused research proposal.

COLLEGE COURSE OBJECTIVES

While, the Graduate College does not have any set learning objectives the Hospitality College has a set of learning objectives specific to the MHA program.

- Examine research methods including: scientific method, literature review, sampling, statistics, research design and analytical technique.
- Examine mechanisms and techniques employed in the management of hotel management, convention and meetings management, casino management, or foodservice management.

- Develop strategies to address the challenges of a specific problem in hospitality management on basis of interest and preparation and apply this to their current work environment.
- Conduct independent research in their major area of work on the analysis of a problem for a hospitality organization.

REQUIRED TEXT, READING, AND INSTRUCTIONAL RESOURCES

Mayo, F. B. (2014). *Planning an Applied Research Project in Hospitality, Tourism, & Sports*. Hoboken: John Wiley & Sons, Inc.

Readings as posted in WebCampus

COURSE GRADING & ASSIGNMENTS

UNLV Credit Hour Policy and Class Time

Keep in mind the university policy on classes is “One semester credit hour represents an amount of instruction that reasonably approximates both 50 minutes per week of classroom-based direct instruction and a minimum of two hours per week of student work outside the classroom over a fall or spring semester.” (<https://www.unlv.edu/advising/policies-forms>)

MHA courses are completed in half the time. This equates to a minimum 17 hours/week for this 3-credit class. This is a minimum and I have built the class around this time.

Grading components will be weighted as follows in determining your grade for the course:

Assignment	Percentage
Assignments (4 @ 5% each)	20%
Research Proposal & Presentation	25%
Discussions	10%
Quizzes	15%
Midterm	15%
Final	15%
Total	100%

GRADING POLICIES

Course Grading Scale:

- A: 93 - 100%
- A-: 90 - 92.9%
- B+: 87 - 89.9%
- B: 83 - 86.9%
- B-: 80 - 82.9%
- C+: 77 - 79.9%
- C: 73 - 76.9%
- C-: 70 - 72.9%
- D+: 67 - 69.9%
- D: 63 - 66.9%
- D-: 60 - 62.9%
- F: Below 60%

Grades are not rounded beyond the standard “math rounding”. As an example, this means 86.49% is 86% while 86.51% will round to 87%. There are no exceptions. Extra credit projects will not be given and no grades will be adjusted to make up for poor class performance. You will get the grade you earn.

Any grade disputes or questions are required within 3 days after the grade has been posted. No grade corrections will be addressed after that. Also, you can see quiz and exam answers for these same 3 days after which they will be closed.

Assignments

These are individual assignments and must be worked on alone unless specifically allowed. Any assignment worked on together will be reported for student misconduct as this is a violation of Section II(2) of the Student Academic Misconduct Policy.

Assignment details are posted in WebCampus and are due based on the due dates listed in the course schedule and within WebCampus and must be submitted through WebCampus Assignments. They are not to be emailed. No other submissions will be accepted including being sent via email. The only exception to this is if WebCampus is down at the university at the due date time. If that occurs, you must email the assignment to toni.repetti@unlv.edu

by the due date/time. It is your responsibility to make sure the file can be opened and read and is in the correct format. **No late assignments will be accepted.** Policies for each assignment:

- Required to be done in Word.
- Double spaced, 1” margins, 12pt Times New Roman font.
- APA formatting required to be followed
- Grammar and professionalism are required
 - As a graduate student this is expected and any spelling, lack of professionalism, formatting issues, etc. will result in your grade being lowered by 20% right off the top. There are no exceptions to this.
- Only 1 file can be submitted. If you submit your assignment and need to resubmit, you can until the due date. I will only grade the last submission, so make sure it is complete and only one file with all answers in that one file.

Assignment Number	Assignment Topic
1	Article Analysis
2	Sampling
3	Survey/Questionnaire
4	Observation

Discussion Forums

As listed in the course syllabus, there are discussions that students must participate in. **Students are required to do 3 postings throughout the week.** The first posting will be due by Tuesday of that week by midnight PST and will be the student’s initial posting in response to the question(s) asked. You will not be able to see what other students post until you have done your first post. The 2nd posting is required to be a question to another student’s initial response and must be posted by Thursday of that week by midnight PST. **Each student must ask a different student a question so that every student has at least one question to answer.** Post your question early to get the most options of questions to ask. You are welcome and encouraged to ask additional questions to other students that may already have a first question asked. Your 3rd posting must be an answer to the question asked to you and must be posted by Saturday of that week by midnight PST. **If no one asks you a question you must still do a 3rd post and it**

must be substantive comment or question to another student's post (original response, question or response) that is a different student than your first question.

Discussion posts need to be substantive. This means that they should be thoughtful and clearly expressed and the reasons for the student's position should be clearly explained in the post. Our overall objective in this class is to learn together and that is best accomplished by listening, reflecting, asking questions, proposing solutions, and getting feedback on those solutions. When stating or defending a theory or an idea, substantiate and document your reasoning as much as possible. When questioning the ideas of another student, respect their opinions and ask your questions graciously.

Note: Simply stating "I agree" or "You are correct" is not considered active and relevant participation and will receive no credit. Try asking probing questions about the responses you read. Using open-ended questions can also add to the overall learning environment. An open-ended question is one that cannot be answered using yes or no responses. Also, comment on the ideas being presented by your classmates. What do you agree with, specifically? Why do you think your classmate makes a good point? How does what was stated help you understand the ideas from the reading or lectures? What kinds of ideas do you associate with the given responses? While there is no specific word count for replies to discussion questions and follow-up posts, add to the discussion in a considerable and significant manner.

Quizzes and Exams

For each module with content there is a multiple-choice quiz. There is also a midterm and final exam. All quizzes are multiple-choice questions and exams will consist of short answer. Please carefully read all quiz and exam instructions on time limits and such.

Quizzes and exams are to be taken on your own and you are not to get help from anyone else or tell other students what is on the exam after you take it. There is no extension for exams under any circumstances. No exams will be administered at any other time--i.e. NO make-ups.

You will have the full week in which to take the quiz or exam, although they are timed so once you log in your timer starts. Both are closed book and closed note. You are not to use any material when taking these. Quizzes and exams are required to be taken with Lockdown Browser.

Research Proposal & Presentation

You are required to do an individual research proposal and presentation. Details will be posted in WebCampus. This assignment will have intermittent due dates throughout the semester, so you get feedback along the way. Within WebCampus there is a module that holds all the instructions and assignment submissions for ease of finding them.

Netiquette

<http://online.unlv.edu/content/resources/netiquette-etiquette-communicating-online>

Most, if not all, of the communication in online courses will occur online, which poses both benefits and challenges. It means that we can craft our responses effectively. If, however, we don't take the time to craft our responses, we can communicate unintended messages.

It is sometimes difficult to remember that there are real people reading our messages. Words can mean many things, and what we intend to say is not always what others hear. This is especially true of "online communication" where others do not have the opportunity to see your "body language" or hear your tone; therefore, they have a greater possibility of misunderstanding what you truly mean. For those reasons, users of the Internet have come up with guidelines for net communication aimed at lessening

the chances of miscommunication and perceived disrespect.

Please, follow these guidelines in all of your online responses and discussion groups. Respect all who are participating in this learning community by

- honoring their right to their opinion
- respecting the right of each person to disagree with others
- responding honestly but thoughtfully and respectfully using language which others will not consider foul or abusive
- always signing your name to any contribution you choose to make
- respecting your own privacy and the privacy of others by not revealing information which you deem private and which you feel might embarrass you or others
- being constructive in your responses to others in the class
- being prepared to clarify statements which might be misunderstood or misinterpreted by others

One good way to avoid problems is to compose your postings off-line and reread them before sending them. Something written in haste may not say what you really think after the heat of the moment has passed.

A Special Note about Anger

- Do not send messages that you have written when you are angry. You will almost always be sorry because anger almost always inspires anger in others.
- In the online world, angry messages are known as “flaming” and are considered very bad behavior.
- Do not send messages that are written all in upper case; this is the visual equivalent of SHOUTING. It is considered aggressive, and in the online world, it is considered very bad behavior. If you ever feel like shouting a message, take a deep breath and wait until you have calmed down before responding. Then, respond in a calm and factual manner.

Dealing with Conflict

What should you do if you are having a problem with some aspect of the course or a conflict with another student or the instructor?

Call the instructor to speak on the phone or to schedule an in-person meeting to discuss – in a calm and factual way – the nature of the problem. Electronic mail can be effective for many types of communication; it is not necessarily the best forum, however, for dealing with conflict or for airing and solving problems.

Virtual Office Hours and Course Questions

Since this is an online class, office hours will be held virtually. The instructor will check emails and answer questions during the office hours listed at the beginning of the syllabus. If you email after that time, you may not get a response until the next office hours. Emails sent after office hours on Friday will not be responded to until Monday office hours, so please do not leave questions until right before an assignment is due. Email is the best waste set up phone office hours if needed as the instructor is not always in the office during “virtual office hours”. Phone office hours can be set up at a time that works for each party and does not have to be during office hours.

If you need to request a phone appointment for office hours you need to email a request at least 24 business hours in advance. Please keep in mind that emails are only responded during office hours. Also, keep in mind that while requests will try to be accommodated, they may not be able to be based on scheduling so please be flexible and do not hold appointment requests until the last point.

COURSE SCHEDULE

Week	Module	Topic	Reading	Discussions	Assignments
1/10/22 to 1/15/22	1	Reading and Analyzing Research Develop a Topic and Research Proposal	1-2, 14 1/11 12pm PST Research Webinar with Ms. Grays	Introductions	Quiz Module 1
1/16/22 to 1/22/22	2	Conducting a Literature Review and Writing Annotated Bibliography	3, appendix A 1/19 12pm PST Organizing your Research Webinar with Ms. Grays	Discussion	Purpose Statement & Research Questions* Article Analysis Assignment Quiz Module 2
1/23/22 to 1/29/22	3	Writing a Literature Review	4-5	Discussion	Annotated Bibliography* Quiz Module 3
1/30/22 to 2/5/22	4	Qualitative and Quantitative Research	6-7	Discussion	Exam 1 (Modules 1-3) Quiz Module 4
2/6/22 to 2/12/22	5	Sampling Validity, Reliability & Credibility	8-9	Discussion	Sampling Assignment Quiz Module 5
2/13/22 to 2/19/22	6	Interviews & Questionnaires	10-11	Discussion	Survey Assignment Quiz Module 6
2/20/22 to 2/26/22	7	Observations, Focus Groups, Panels, Content Analysis Analyzing Data	12-13	Discussion	Observation Assignment Quiz Module 7 Research Proposal & Presentation*
2/27/22 to 3/5/22	8	Research Presentations*	13	Discussion	Exam 2 (Modules 4-7)

Assignments/Exams/Etc. are all due on Saturday of the week listed by midnight PST unless noted; Discussions are due based on the days given in the syllabus under the discussion heading. There are no late submissions allowed.

* These are all part of the research proposal paper

University Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](https://www.unlv.edu/coronavirus/health-requirements), <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Student Conduct Code](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies. Additional [copyright policy information](https://www.unlv.edu/provost/copyright) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](https://www.unlv.edu/drc) (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester and make an appointment to discuss their accommodations with their instructors.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](https://www.unlv.edu/registrar/calendars), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I”

grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=) webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>. In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV’s official email system for students and by university policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus

events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.