

Syllabus for MSMGT 720 Applied Research and the Triple Bottom Line

NOTE: This syllabus document contains the basic information about this course. The most current syllabus is available in the course.

Course Description

In this course, students will learn how qualitative and quantitative research methods are applied to making decisions involving contemporary sustainability issues. This course provides a hands-on approach to understanding alternative strategies available to collect and analyze data in researching environmental, social, and ethical dimensions of sustainability. The interrelationship between applied research and the triple bottom line is investigated. Students will gain first-hand knowledge of how research techniques can be used to identify, understand, and assist in finding solutions to a range of sustainability concerns and challenges faced by business organizations.

Prerequisite(s)

None

Course Outcomes

By the end of this course, you should be able to do the following:

1. Describe the key terms, definitions, and concepts useful when researching sustainability issues.
2. Investigate the body of scholarly research currently being undertaken in the field of sustainable management.
3. Review sources of secondary data relating to sustainability issues for relevancy and accuracy.
4. Identify, understand, and apply business research methods to sustainable decision making.
5. Understand the relationship between applied research and meeting organizational sustainability goals.
6. Determine which applied research techniques will be most useful in meeting organizational goals.
7. Communicate and convey outcomes of sustainability research findings.

Course Requirements/Components

Essays: This course includes three essay assignments, which include sustainability interests, values, and concepts that students are asked to develop at three different sustainability levels: the personal/individual (or micro) level; the societal (or macro) level; and the organizational (or meso) level. Each essay focuses on sustainability topics at one of those levels, encourages students to search for, gather, and process some

introductory information about those topics, and to move toward stating a potential sustainability research question at one of those levels. Midway through the course, students will be asked to select one of those topics/levels on which to center and advance their respective course pilot study.

Discussions: There are seven discussions total. You are expected to post an initial response and respond to the posts of at least two other students.

MindTap Assignments: The textbook companion site MindTap has a variety of assignments to help students learn about conducting and using research. Most lessons include one or two Babbie text chapters and ask students questions about research terminology, concepts, or applications discussed in the text. Students should consider these small numbers of questions per lesson as opportunities to review the most important aspects of each text chapter for potential application.

Pilot Study: This course culminates in a sustainability research project. The project is based on the student's selection of a topic (from the three essays; see above) and will be developed in stages over the course of the semester (outline and lit review, peer discussion, draft, and completion).

Grading

It is your responsibility to meet all due dates associated with the various assignments in this course. The course calendar provides all due dates and should be a key reference throughout the semester.

The course grading breakdown is as follows:

Essays (3)	15%
Discussions (7)	35%
MindTap Assignments	10%
Pilot Study: Outline and Lit Review	10%
Pilot Study: Peer Discussion of Outline and Lit Review	5%
Pilot Study: Draft	10%
Pilot Study: Final Version/Completion	15%
Total	100%

Letter grades are assigned as follows:

A	94–100%
A-	89–93.99%
B+	84–88.99%
B	79–83.99%
B-	74–78.99%
C+	69–73.99%
C	64–68.99%
C-	59–63.99%
D+	54–58.99%
D	49–53.99%
D-	44–48.99%
F	< 44%

Your final grade for the course will be a weighted average following the course breakdown shown above.