MBA 9

BUSINESS RESEARCH

Session 1a

Brad Bell
March / April 2017

www.regenesys.co.za
Hi! I’m Brad, and I’ll be your facilitator today! 😊
WHO IS REGENESYS?
QUALITY

Top 4 2015
Accredited Business Schools in South Africa offering MBA/MBL Degrees

Regenesys Business School
DISTINCTIVENESS

- Holistic – focus on individual
- Interrelationship exists – dynamic
- Individual impact effects team, organisation performance & engages environment
- Delivery – aligning systems, strategies, structures & culture

- Cognitive Intelligence (IQ)
- Emotional (EQ) and Spiritual Intelligence (SQ) – Higher purpose?
LEARNING TECHNIQUES

At Regenesys, we practice:-

• **21st century “active” digital learning**

  This means that your facilitator will assume you are able to cover the contents of the study guide, and undertake the quizzes, activities, and assessments on the portal, yourselves, while the facilitator will sometimes have *broader discussions*, and introduce enrichment materials, and facilitate debates, etc. in class.

• **Cognitive Dissonance**

  This means that your facilitator will try to figure out some of your beliefs, *provoke* you academically to *challenge* your own beliefs, so that you end up by either confirming your own beliefs or adapting them where necessary. This is a successful adult education technique.
SAFETY INFO & EMERGENCY PROCEDURES

1. Fire escapes / emergency exits are clearly marked and situated down the passages on the north and south sides of the building on each floor
2. When the hear the alarm, stop work and leave the building immediately
3. Quickly go to the nearest exit, following the signs indicating exit points. Do not use the lifts
4. Do not stop to collect personal belongings, do not look for other people, and do not run
5. Once you have left the building, go to a clear area well away from the building
6. Do not obstruct responding emergency workers
7. Do not re-enter the building until permission has been given
8. Dial 10111 & give the operator the location of the fire – 4 Pybus Road, Sandton
FEEDBACK CHANNELS

Your educational enjoyment and progress is our top priority, so it gives us great pleasure to inform you of two ways of raising your queries, complaints and compliments with Regenesys management:

1. **E-mail:** feedback@regenesys.co.za

   or

2. **Portal:** “Tools > Post a Query”

Enjoy your studies this semester!
INTRODUCTION

- Welcome to Regenesys (p 1)
- Learning Outcomes (p 2)
- Teaching and Learning Methodology (p 3)
- Principles for Responsible Management Education (p 4)
- Ethical Considerations (p 5)
- Integrated Leadership and Management Model (p 6)
- Icons (p 7)
- Recommended Reading (p 8 – 11)
- Scope of Content (p 13)
## SCHEDULE, 2017

**Regenesys Business School: MBA 9 – Business Research, 2017**

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*Formative assessment deadlines  **Voluntary*
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<td><em>Practical: Research proposal alignment table</em></td>
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<td><em>Research proposal review day (voluntary)</em></td>
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Assignment = actual Research Proposal

1. Title page (1 page)
2. Abstract (1 page)
3. Ch 1: Introduction (3 pages)
4. Ch 2: Literature review (6 pages)
5. Ch 3: Research design (5 pages)
6. Bibliography (2 – 3 pages)
7. Appendices (as required)
Please remember to sign the attendance register 😊😊😊

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MBA 9

BUSINESS RESEARCH

Introduction

*This section contains enrichment material
### MODULE OUTLINE (1 of 2)

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- **Class 1a**: Introduction to research
- **Class 1b**: Research ethics
- **Class 2a**: Conducting a critical literature review
- **Class 2b**: The research philosophy and approach
WHAT IS “SCIENCE”?

- What is this thing called “science”?
- Is the creation / evolution debate “scientific”? 

Regenesys
Awakening Potential
THE “CATEGORIES” OF SCIENCE

• Empirical sciences, i.e.:-
  • Natural sciences, which study natural phenomena and life in all its forms; and
  • Social sciences, which study human behaviour as individuals and in groups or societies; and

• Non-empirical sciences, i.e.:-
  • Formal sciences, which use an a priori method to study mathematics, logic, etc.; and
  • Applied sciences, which apply existing scientific knowledge to develop more practical applications, like technology or inventions.
“EMPIRICAL SCIENCES”

• “Empiricism” as a systematic philosophy is traced to John Locke (1632–1704) and David Hume (1711–1776) who argued that virtually all knowledge is based on experience.

• The origin of all knowledge is from our senses (sight, hearing, touch, smell, and taste) which imprint ideas in our brains.

• The modern “empirical” sciences thus base their knowledge on observable phenomena and must be capable of being verified by other researchers working under similar conditions in what has become known as “the scientific method”.

Regenesys
Awakening Potential
(a) THE “NATURAL” SCIENCES

The natural sciences can be broken down into two primary divisions:-

- The **LIFE** (or biological) **SCIENCES** may be distinguished by the “level of life” at which they are researched and practiced, such as:-
  - Molecular biology (within cells); Physiology (within organisms); Botany and zoology (whole life forms); and Ecology (life systems).

- The **PHYSICAL SCIENCES** may be further broken down into four secondary branches:-
  - Physics; Astronomy; Chemistry; and Earth science.
WHAT IS “NATURAL SCIENCE RESEARCH”?

- It started with “discovery science”
- Later developed into “descriptive science”
- Which went through the “scientific revolution”
- Before eventually becoming formalised as the “scientific method”
Various ancient civilisations made a number of scientific breakthroughs, such as:

- Chinese doctors understood the relationship between the pulse, the heart and the flow of blood in the body centuries before it became accepted in the West;
- Ayurvedic surgeons in the Indus valley performed complex surgeries and developed a detailed understanding of human anatomy;
- The Greek philosopher Leucippus first espoused atomism, the idea that the world is made up of fundamental indivisible particles; and
- Pythagoras applied Greek innovations in mathematics to astronomy, and suggested that the earth was spherical
“DESCRIPTIVE SCIENCE”

• “Discovery science” breakthroughs were “lucky” and not as the result of patient and methodical scientific process, e.g. observation or experimentation.

• For example, **Aristotle**, a student of Plato who lived in Greece from 384 to 322 BC, pioneered “descriptive science” by studying the natural world.

• In his History of Animals, he described the inner workings of 110 species, including the stingray, catfish and the honey bee.

• Aristotle investigated chick embryos by breaking open eggs and observing them at various stages of development.
“SCIENTIFIC REVOLUTION”

- Sir Francis Bacon and other later scientists came to view nature as a “mechanism” that could be taken apart and understood, much like a complex clock.
- Natural philosophers including Isaac Newton, Evangelista Torricelli and Francesco Redi, conducted experiments focusing on the flow of water, measuring atmospheric pressure using a barometer, etc.
- Scientific societies and scientific journals emerged and were spread widely through the printing press, touching off the scientific revolution.
Sir Isaac Newton, an English mathematician and physicist, championed the adoption of the use of the scientific method to investigate nature. Data was collected and repeatable measurements made in experiments. Scientists then formed hypotheses to explain the results. The hypothesis was then tested using the principle of falsifiability to prove or disprove its accuracy. Newton, the seminal figure in the scientific revolution, drew on advances made in astronomy by Copernicus and others to derive the universal law of gravitation and the laws of motion.
(b) THE “SOCIAL” SCIENCES

- **Social science** is a major category of academic disciplines concerned with society and the relationships among individuals within a society.
- It in turn has **many branches**, each of which is considered a "social science“, e.g. anthropology, economics (including business studies), demography, education, human geography, political science, psychology, and sociology in addition to many other fields.
WHAT IS “SOCIAL SCIENCE RESEARCH”? 

There are two broad approaches to social science research, which are:-

• **Positivist** (empirical) social scientists use methods resembling those of the natural sciences as tools for understanding society

• **Interpretivist** scientists, by contrast, may use social critique or symbolic interpretation rather than constructing empirically falsifiable theories

• In modern practice, researchers are often **eclectic** and combine qualitative and quantitative techniques
WHAT ARE THE GOALS OF RESEARCH?

Fundamental (or “basic”) research – learn new knowledge

- Describe phenomena, e.g. descriptive methods
- Create new theories, e.g. qualitative methods and inductive reasoning (specific → general)
- Test existing theories, e.g. quantitative methods and deductive reasoning (general → specific)
  - E.g. about relationships (correlations)
  - E.g. about cause-and-effect (experiments)

Applied research – put new knowledge to work; how can it make our lives better?
End of the unit

https://www.youtube.com/watch?v=j12bbcksgEq
Congratulations!
Nice going ... !!
Break time

... and please remember to sign the attendance register
Introduction to Research
# General Introduction

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Where does the word come from?
- French word *recherché*, which means ‘to travel through or to survey’

What does it mean?
- To conduct a systematic investigation to find answers to problematic questions
7.1.1(b) BUSINESS RESEARCH

• “Undertaking systematic research to find out things about business and management.”
  (Saunders, Lewis and Thornhill, 2003:3)

There are three main factors that a business researcher should take cognisance of:-

• *Firstly*, the practice of management as eclectic, and influenced by other disciplines

• *Secondly*, a researcher will most likely conduct research within organisations, either public or private, with possible constraints (e.g. access, publication, etc.)

• *Thirdly*, both critical analysis and theory application will be required to resolve the research problem
7.1.2 PURPOSE OF RESEARCH

- **Describing**
  - To describe **how** things (study objects) are – i.e. to define the nature of the study object(s)

- **Explaining**
  - To explain **why** things (study objects) are the way they are and explain the relationship between them

- **Predicting**
  - To **predict** phenomena, such as human behaviour in the workplace, with the aim of using this information in future (e.g. for screening job applicants)
7.1.3 CHARACTERISTICS OF RESEARCH

Research usually has eight distinct characteristics:

1. Research originates with a question or a problem
2. The research goal must be clearly articulated
3. Research follows a specific format
4. Research usually divides the principal problem into more manageable sub-problems
5. Research is guided by the specific research problem, question or hypothesis
6. Research accepts certain critical assumptions and limitations
7. Research requires the collection and interpretation of data
8. Research is, by its nature, *cyclical
HINT: FINDING A RESEARCH TOPIC

- Knowledge is generated and tested in cycles
- People before you have been very interested in similar questions that you are now considering researching
- So “google” the key words of your possible topic, but add “thesis” and “dissertation” to your key words
- Find someone who has recently completed their own research in an area close to your own interests
- Turn to the last chapter of their dissertation or thesis and look for the section on “Recommendations: Future research”
  - Read through this section and find if any of the suggestions appeal to you
  - Or consider doing a replication study in your own workplace / geographical area
7.1.4 TYPES OF RESEARCH

- **Basic research** is often referred to as pure, theoretical or scientific research and its purpose is mainly to create new knowledge.

- **Applied research** is used to solve particular problems in real situations. One could say that applied research is used to investigate and find solutions for real-world problems.
GROUP DISCUSSION

• All Masters programmes require a dissertation. This job gives you the opportunity to demonstrate a set of (primarily thinking) skills. It does NOT require you to solve world hunger or put a man on the moon!

• You will soon have to start your own research (research proposal now, then dissertation soon). What possible research topic might you consider investigating?
  • Is there a real problem? How do you know?
  • Is your research likely to help us find a solution?
  • Is it realistic / feasible for you to research?
  • What exactly do you want to know from your research?
End of the unit after this video …

https://www.youtube.com/watch?v=8aYA1ooRce8

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Congratulations! Nice going ... !!
Research Ethics
### General introduction

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INTRODUCTION – TUSKEGEE SYPHILIS STUDY

The Tuskegee Timeline

1895
Booker T. Washington at the Atlanta Cotton Exposition, outlines his dream for black economic development and gains support of northern philanthropists, including Julius Rosenwald (President of Sears, Roebuck and Company).

1900
Tuskegee educational experiment gains widespread support. Rosenwald Fund provides monies to develop schools, factories, businesses, and agriculture.

1915
Booker T. Washington dies; Robert Moton continues work.

1926
Health is seen as inhibiting development and major health initiative is started. Syphilis is seen as major health problem. Prevalence of 35 percent observed in reproductive age population.

1929
Aggressive treatment approach initiated with mercury and bismuth. Cure rate is less than 30 percent; treatment requires months and side effects are toxic, sometimes fatal.
*Enrichment Material*

- **The Tuskegee Syphilis Study**
  

- The *Tuskegee Study of Untreated Syphilis in the Negro Male* was an infamous clinical study conducted between 1932 and 1972 by the U.S. Public Health Service. The purpose of this study was to observe the natural progression of untreated syphilis in rural African-American men in Alabama under the guise of receiving free health care from the United States government …

- The study involved 600 impoverished African American sharecroppers from Macon County, Alabama. Of these men, 399 had previously contracted syphilis before the study began, and 201 did not have the disease …

- None of the men infected were ever told they had the disease, and none were treated with penicillin even after the antibiotic became proven for the treatment of syphilis …
All humans studied in research (formerly “subjects”, now “participants” or “respondents”) have ethical rights. These include the right to be consulted, to give or withhold consent, and the right to confidentiality.

As a researcher, you may investigate subjects in some depth and often access individuals’ or organisations’ private information. You may elicit information that could potentially compromise a person or an organisation.

The implication is that there should be mutual trust between you and the participants.
7.2.2 ETHICAL CONSIDERATIONS

• In every research endeavour, you must take care that the research process should abide by ethical principles.

• It is essential that as a researcher, you make yourself aware of these issues and identify their impact on the nature and design of your research.

• Researchers must be independent, impartial, open and honest.

• Moreover, all researchers have a responsibility of care towards the environment, animals or humans that they study.
Ethical considerations in research

- Informed consent
- Deception
- Participant's right to privacy
- Disclosure of findings/results
- Confidentiality
- Codes of ethics
- Cultural sensitivity
GROUP DISCUSSION

• Does your proposed research topic involve humans or organisations where human work? If yes, then it has some or other ethical dimension.

• What ethical issues should you consider for your proposed topic? Informed consent? Confidentiality? Do no harm? Etc.?
End of the unit

after this video ...

https://www.youtube.com/watch?v=Zbi7nIbAuMQ
VIDEO: https://www.youtube.com/watch?v=zbi7nibauumq
Congratulations!

Nice going ... !!

END OF THE UNIT
Good bye!
See you tomorrow!
😊

Have a good evening!

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