ECON5960–01 UtahCRG I: Real World Research
Summer 2017: Fridays 12:25pm-03:20pm
3 Credit Hours
Instructor: Luciano Pesci, Lucianopesci@gmail.com, 801-842-7962
Project Leader: Lindsay Egginton, l.egginton7@gmail.com, 801-995-3772
Research Partner (Client): Utah Community Action (Head Start)
Classroom: BEHS 115
Office: I will meet wherever, whenever. Just email me (lucianopesci@gmail.com) and CC my assistant (amy@x.ai)

Course Description: This course teaches students the scientific approach to managerial decision-making and project management. The approach consists of problem definition, secondary research, competitive intelligence, primary data collection (qualitative and quantitative), data analysis, and visualizing findings to make clear recommendations that inform the original managerial decision problem. Students use this approach while working on real-world projects through the Utah Community Research Group (UtahCRG) and its research partners.

Course Objectives:
1. To provide you with real-world research experience
2. To serve local organizations in need of research
3. To afford each of you with the opportunity to claim authorship of a research brief

Grade Breakout:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	<60	F

In-class Participation (20%):
The reason your project will produce meaningful information for decision-makers to use in their managerial strategy is because so many of you will be working to find a solution. Learning the best methods in isolation won't benefit the teams, the client, or yourself, so each class you will be asked to engage in discussions related to the material and the client project.

Team Contribution (20%):
You will have to work on a team. Each person on the team will get the opportunity to grade themselves, and the rest of their team. That feedback will be used to create this grade.

Client Project (60%):
This includes all project related work and is heavily influenced by the Client's impression of your work. *The completion of this project will require approximately 100 hours of direct work for/with the client (outside of the class).*

Recommended Textbooks & Articles

This class will use open-source materials whenever possible, and digital versions in all cases. However, some people like having textbooks so here are two highly recommended books that will help you succeed this semester:

Malhortra, *Marketing Research: An Applied Orientation* (ISBN: 978-0136085430)

Keller, *BSTAT* (ISBN: 978-0538479820).

Americans with Disabilities Act:

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the instructor and to the Center for Disability Services, http://disability.utah.edu/, 160 Olpin Union Building, 581-5020 (V/TDD) to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Service.

Course Schedule[1]

Date	Learning Topic & Project Focus
5/19	Intro to Research & Data
5/26	Defining the Client & Research Problem
6/2	Generating Qualitative Data
6/9	Generating Quantitative Data
6/16	
6/23	
6/30	Translating Data Through Analysis
7/7	
7/14	
7/21	Visualization & Storytelling with Data
7/28	
8/4	**Presentation to Client**

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[1] This course and syllabus are subject to change. If a change is necessitated, you will be notified as soon as possible and a revised syllabus will be provided to you.