

4E: Observe & Analyze I

Robert Onorato, MBA, Professor, Business [00:00:00] Let's take a look at the next assignment. Anyone up for the challenge?

Student [00:00:04] Yeah.

Robert Onorato, MBA [00:00:04] Okay.

Student [00:00:05] Bring it on.

Robert Onorato, MBA [00:00:08] This time you'll have the opportunity to make some key decisions yourself, including the topic, so I think you'll find it interesting and challenging. As you can see, you'll be writing a 20-page research paper on some type of change that an organization or company will be facing in 2016 and beyond. You'll need at least three outside sources, APA formatting, then you'll need to explain the change that the organization will be facing, and then finally go on and conclude with some type of analysis or recommendation for the company about how to face that change. I know that writing a longer research paper might be a bit of a challenge, so here is an example of a work plan that might be helpful for you.

Student [00:01:12] Do you know what a brain dump is?

Student [00:01:14] I notice that this plan includes using an online site for putting together a bibliography. Can you give us some more information on that?

Robert Onorato, MBA [00:01:21] You should be able to get some help at the student writing center for that. Any other questions on the work plan? Okay, why don't you take a look at the research assignment itself. As you can see, this is an assignment of considerable length. It's not something that you can do in just a couple of days at the last minute. It's probably going to take a few weeks, so you should plan your time accordingly.

Student [00:01:46] How long does this need to be?

Robert Onorato, MBA [00:01:49] It should be at least 20 pages.

Student [00:01:51] So you said three outside sources. Does that mean that we need just three references as well?

Robert Onorato, MBA [00:01:57] I would think at least six references.

Student [00:02:00] Do you want us to select some sort of certain formatting platform or does it have to be in APA?

Robert Onorato, MBA [00:02:06] You should see the course expectations in the syllabus; it's in there.

Student [00:02:10] Wait, so this is due on the 10th?

Robert Onorato, MBA [00:02:14] Yes, the final draft should be due by the morning of class on the 10th. Okay, does anyone have, anyone else have any questions?

Students [00:02:20] No.

Robert Onorato, MBA [00:02:21] Good. I have some copies of sample work from prior students. The first one is a strong introduction with a clear thesis statement and several recent references. Then the second two show some common pitfalls that students often have. The first one shows a weak introduction and the second one shows a poor conclusion. In addition, there is some feedback that can help the student write a better conclusion. Take a few minutes to look it over. Do you think this will be helpful?

Students [00:02:59] Definitely. I think so. It's always good to know what not to do.

Robert Onorato, MBA [00:03:03] Okay, that's it, then we're done with class for today.

Student [00:03:12] Oh, sorry.

Robert Onorato, MBA [00:03:17] Bye now.

Student [00:03:19] Excuse me, do you mind if I ask you a few questions?

Robert Onorato, MBA [00:03:22] No, that's fine.

Student [00:03:23] I've never written a research paper before and I'm a little worried about it. I don't think I'm a very good writer.

Robert Onorato, MBA [00:03:29] Well, writing a research paper can be difficult, especially if you struggle with writing, it can be a hard assignment. Why do you think you're not a good writer?

Student [00:03:36] Well, it takes me so long to write just a few pages. And when I'm reading, I don't know what's important and what's not. I just end up recopying and highlighting everything.

Robert Onorato, MBA [00:03:46] Many students struggle to write well. Remember what I said in class before. You should leave yourself enough time to complete the paper and remember to have someone read it over for you.

Student [00:03:56] Yeah, I might just do that. I'm just concerned I'm not going to get it done in time.

Robert Onorato, MBA [00:04:01] Well, do your best.

Student [00:04:02] Okay.