

MBA 525 - Module 1: Journal Article Assignment 1

Assignment

You will locate one peer-reviewed journal article related to a topic covered in Module 1 and create a professionally designed PowerPoint presentation. In the presentation, you must identify and explain the purpose of the study (article), interpret definitions and variations in definitions, if any. The presentation should include a minimum of five slides, with audio embedded on each slide (for a total of five-to-seven minutes). You will also submit a Word document of your audio transcript.

Steps

The following sequence of steps will help you complete this assignment successfully.

1. Read the module content and assigned textbook material thoroughly.
2. Based on the module content and textbook material, decide on a business-related topic to research. It is helpful if the topic is narrowed and focused. For example, the topic of global economy is too broad and yields over 5,700 peer-reviewed articles in EBSCO Host. Instead, you may consider how Argenti discusses global economy in Chapter 1. Based on Chapter 1, how would you narrow the topic? You may decide you are interested in the role of technology and the global economy. This search, in contrast, yields a much more manageable list of peer-reviewed journal articles.
3. Use the SLU online library databases to search for your peer-reviewed journal articles. You will need to use your SLU ID and password to gain access. From the list of databases, select either EBSCO Host or Proquest. Both include an option to limit a search to scholarly/peer-reviewed journals. You can also limit your search to full-text; however, the SLU Library has an excellent inter-library loan service that quickly gets you what you need. You can request full copies of articles the SLU Library does not have.
4. Evaluate your search results. Be certain a source is indeed an academic journal, not a book review, abstract, or "popular" (magazine) article. You do need access to the entire journal article. Open the complete database entry for your article. Look for "document type" and "author affiliation." You most often want a document type of "article"; however, some essays may be appropriate. If you have doubt, ask your professor. Most authors of peer-reviewed articles will be affiliated with a university, college, or research institute. See **Evaluating sources** below for further information regarding popular versus scholarly articles.
5. Read the article. Most will find it useful to read the abstract first and conclusion second. You will then want to read the review of literature and the remaining parts of the article. Keep in mind that scholarly articles are dense, and most people need to read them more than once. Take your time to process what you are reading and make notes. Use the Swales and Feak textbook to assist you with identifying the purpose of the article and the definition of key terms.
6. When you have completed reading the article, take time to reflect on it. Remember the hallmark of graduate studies is original thought. Throughout your studies you will be asked what you think about something. Try to connect the article with what you already know from undergraduate studies, other classes, work experience, and life experience. If you need to locate other sources to back up your point, do that now before moving on.
7. Prepare and organize thoughts for your presentation. Remember that your objective is clear for this presentation. You are required to summarize the article, identify and explain its purpose, and define key terms (clarifying any discrepancies in definitions), all packed in a professional PowerPoint presentation. Be certain to read the grading rubric in the Start Here folder for details.

Evaluating sources

Scholarly/peer-reviewed journals are vital sources of up-to-date information and scholarship. Although "popular" sources (magazine, primarily) are not without merit and may also contain well-considered writing, the purpose of distinguishing between these types of works is to determine their degree of authority and depth of research on a given topic, and thereby their intrinsic academic value. The following chart points out the distinctions between popular and scholarly periodicals.

Popular	Scholarly/peer-reviewed
Broad range of topics, generally presented in shorter articles	Specific, often narrowly focused topics in lengthy, in-depth articles
Articles offer overview of subject matter; reportage, rather than original research; sometimes contain feature articles and reports on current social issues and public opinion	Articles often contain previously unpublished research and detail new developments in field
Intended to attract a general readership without any particular expertise or advanced education	Intended for specialist readership of researchers, academics, students and professionals
Written by staff (not always attributed) or freelance writers using general, popular language	Written by specialists and researchers in subject area, usually employing technical, subject-specific language and jargon
Edited and approved for publication in-house (not peer-reviewed)	Critically evaluated by peers (fellow scholars) in field for content, scholarly soundness, and academic value
Articles rarely contain references or footnotes and follow no specific format	Well-researched, documented articles nearly always follow standard format: abstract, introduction, literature review, methodology, results, conclusion, bibliography/references
Designed to attract eye of potential newsstand customers: usually filled with photographs or illustrations, printed on glossier paper	Sober design: mostly text with some tables or graphs accompanying articles; usually little or no photography; negligible, if any, advertising; rarely printed on high-gloss paper
Each issue begins with page number '1'	Page numbers of issues <i>within a volume (year)</i> are usually consecutive (i.e., first page of succeeding issue is number following last page number of previous issue)
Presented to entertain, promote point of view, and/or sell products	Intended to present researchers' opinions and findings based on original research
Examples: <i>Newsweek</i> , <i>Rolling Stone</i> , <i>Vogue</i>	Examples: <i>American Sociological Review</i> , <i>Journal of Popular Culture</i> , <i>Sustainable Agriculture</i>

(Derived from material created by UC Santa Cruz University Library. Used with permission.)

Statement on graduate-level writing requirements

Your writing reflects your ideas and communicates your understanding of the topic to the instructor. Even though the writing in this assignment will be done as a presentation (PowerPoint slides and a transcript of your audio), it is important to adhere to graduate writing standards. This assignment will be graded on the composition elements listed below, as well as your understanding of the content:

Successful graduate-level writing should demonstrate

- Proofreading skills
- Correct grammar and punctuation

- Logical organization
- Proper content presentation (introduction, body, conclusion)
- Correct formatting for citations, references, and headings
- Correct and consistent use of APA style and formatting

Assignment submission

Submit the Journal Article 1 to **Chalk and Wire** no later than **Sunday 11:59 EST/EDT of Module 1**. The Journal Article 1 Chalk and Wire link is located in the Module 1 folder. Students who do not submit the assignment to Chalk and Wire will receive a zero. This is a key program assessment; the results are used to ensure students are meeting program goals. Video and PDF instructions can be found on the course home page. PDF instructions are also located in the Start Here folder. **(Chalk and Wire is linked to turnitin).**