SYLLABUS AND COURSE OUTLINE

BA 595, APPLIED BUSINESS RESEARCH

Summer II, 2012 (UCD)

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OFFICE HOURS: 5:30-6:00 Monday & Wednesday (UCD)

COURSE DESCRIPTION: A course to investigate the techniques of the research process as applied to business and economics. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. Also, an analysis of pertinent research literature in business and economics is conducted.

COURSE PREREQUISITE(S): No graduate prerequisites. This should be one of the first courses taken in the MBA program.

COURSE OBJECTIVES:

Students will demonstrate the ability to use appropriate secondary data to solve business problems.

Students will develop a research plan including a problem statement, hypotheses, related literature, and methodology.

Students will understand the scientific method of research and be able to differentiate between descriptive, historical, correlational, and experimental research methods.

Students requesting accommodations for disabilities must go through the Academic support committee. For more information, please contact the Director of Disability Resources & Services, Halladay Student Services Bldg., Rm. 303D, 903-886-5835.
MEANS TO ACCOMPLISH OBJECTIVES:

1. The student will be required to prepare (2) papers. These papers will be prepared in accordance with APA Publication Manual, 6th edition. (See attachment #1).

2. The student will select a research problem, prepare and turn in a prospectus indicating the background of the problem, the purpose of the study, the study's hypothesis(es), the need for the study, the study's assumptions and applicable delimitations, the methodology to be employed in the study and a review of the literature pertaining to the problem. (see attachment #2)

TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:

- Business Research Methods, By William G Zikmund (Author), Barry J Babin (Author), Jon C. Carr (Author), Mitch Griffin (Author), 8th edition.


GRADING POLICY:

Paper #1

100 points

Paper #2 (counts as 2 grades)

100 points x 2 = 200 points

Discussion Questions

100 points

(10 points per questions)

Final Exam

100 points

Minimum percentages for grade level are as follows:

A 90+ percent of total point

B 80-89 percent of total point

C 70-79 percent of total point

D 60-69 percent of total point
One grade will be deducted for papers turned in late. Papers will not be accepted after one week of the due date. Anyone caught plagiarizing will receive an “F” in the course.

ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citation, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

ALL WORK SUBMITTED TO THIS PROFESSOR WILL BE VERIFIED BY TURNITIN.COM. BEFORE SUBMITTING YOUR PAPERS TO ME, I WILL ALLOW YOU TO SUBMIT THEM TO TURNITIN TO BE CHECKED FOR SIMILARITY. AFTER YOU ARE SATISFIED WITH YOUR WORK, THEN SUBMIT THE PAPER TO ME. YOU SHOULD HAVE NO MORE THAN 20 PERCENT OF THE MATERIAL SHOWN IN THE SIMILARITY INDEX.

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Book)

TENTATIVE COURSE OUTLINE

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<td><strong>Final Exam due</strong> (August 8)</td>
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Note: All discussions are due by the week start and end date corresponding to it.

Discussions for Week 1 are due by July 13, 2012 11.59 S.T.

Discussions for Week 2 are due by July 20, 2012 11.59 S.T.

Discussions for Week 3 are due by July 27, 2012 11.59 S.T.

Discussions for Week 4 are due by August 2, 2012 11.59 S.T.

ALL STUDENTS MUST ANSWER ALL DISCUSSION QUESTIONS IN THEIR OWN WORDS. IN ADDITION YOU MUST RESPOND TO TWO OF YOUR CLASSMATES POSTS.

TERM PAPER ASSIGNMENTS

Papers will be graded on content, organization, and format. The following are the specific assignments for the papers.

1. Paper 1: Prepare a short term paper on a business/economics topic of your choice. An introduction and a summary section should be included in the paper. They should also include a table of contents and reference page. Do not segment papers into chapters. This paper should be four pages in length.

2. The student will select a research problem (it can be the same topic as paper 1), prepare and turn in a prospectus indicating the background, the problem statement, the purpose of the study, the study’s hypothesis(es), the methodology to be employed in the study and a review of the literature (this can be paper 1, as long as you use the same topic.) pertaining to the problem. You will develop a questionnaire to be used to solve your problem. A Prospectus—a plan to do research—you do everything except collect data.

Paper 1

1. Write a short term paper on a business / economics topic of your choice.
2. Use APA formatting. A large portion of your grade will be based on formatting. You are responsible for carefully reading and strictly following formatting guidelines set out in the sixth edition of the APA publication manual. The objective of this paper is for you to learn to use the APA.

3. Include the following parts in your paper.

   - Title page
   - Abstract
   - References

4. The content section must be no more than four (4) pages in length, in addition to the abstract.

5. Use a minimum of four current references from scholarly peer-review journals. Students may use references other than from scholarly peer-reviewed journals, but there must be AT LEAST four scholarly peer-reviewed journal references.

Use a 12 point font--double spacing. You are to assume this is a publishable paper. Be careful when you use direct quotes. See APA pages 170-171. My rule is--if you use five consecutive words from a source, you MUST use quotes marks. If you direct quote more that 40 words you must indent. See the example of a paper beginning on page 41 in The APA Manual.
1. The term project is to develop a finished "Prospectus for a Thesis." The student is referred to APA for the mechanical details of a prospectus preparation.

2. Approval of the research topic by the instructor can be obtained at any time. For approval, each student must submit the following information:

   a. Proposed research topic.

   b. Definition of the problem.

   c. Some evidence of delimitation.

   d. Preliminary statement of justification.

   e. Preliminary statement of hypothesis.

   f. Preliminary statement of methodology.

   g. Preliminary review of the literature.

( None of the above need be submitted in a "formal" manner (i.e. this information may be presented on one or two sheets of paper--written in longhand or may be discussed with the instructor informally).

3. The student should consider the following elements when preparing Chapter I of the prospectus (all elements may not be required).

   a. Background

   b. Problem Statement

   c. Purpose of Study

   d. Study Hypothesis(es)

   e. Study Delimitations
f. Study Limitations

g. Definitions