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 with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

MEANS TO ACCOMPLISH OBJECTIVES:

1. The student will be required to prepare two (2) papers. These papers will be prepared in accordance with Pocket Guide to APA Style.

2. Class time may be made available to the student for library/online research during the term. (time permitting).

3. 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, William Zikmund, 9th ed.

GRADING Weights:

Paper #1 100 points
Prospectus or Research Project (counts as 2 grades) 100x2=200 points
Final Exam 100 points
Discussion Questions 100 points

Minimum percentages for grade level are as follows:

A 90+ percent of total points available
B 80-89 percent of total points available
C 70-79 percent of total points available
D 60-69 percent of total points available
Any student absence for more than three classes (excused or unexcused) will have his/her grade lowered by one letter grade.

One grade will be deducted each day for papers turned in late. Anyone caught plagiarizing will receive an “F” in the course. All papers will be submitted to “Turnitin”.

“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)

<table>
<thead>
<tr>
<th>COURSE OUTLINE AND ASSIGNMENTS: DATE</th>
<th>READING ASSIGNMENT</th>
<th>PAPER ASSIGNMENT DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 14</td>
<td>Introduction to the course</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>No Class</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Chapters 1, 3</td>
<td></td>
</tr>
<tr>
<td>February 4</td>
<td>Chapter 4</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Chapter 6</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Chapter 8</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Research Night</td>
<td></td>
</tr>
<tr>
<td>March 4</td>
<td>Paper #1 Due</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Chapter 10</td>
<td></td>
</tr>
<tr>
<td>April 1</td>
<td>Chapter 11</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Chapter 13</td>
<td></td>
</tr>
</tbody>
</table>
March 29- Last Day to drop

April 26- Withdraw

PAPER 2
TERM PROJECT (PROSPECTUS)

1. Approval of the research topic by the instructor can be obtained at any time, but no later than April 1, 2013. 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).

2. 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
   Attachment #2

A:SYS595DE/syllabi&course/outlin/ebusmis