

Course Syllabus

BA 595
SYLLABUS

SYLLABUS AND COURSE OUTLINE

BA 595, APPLIED BUSINESS RESEARCH

SPRING 2013

UCD

PROFESSOR: Donald English

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OFFICE HOURS: **8:30am-11:00am Monday thru Friday**
6:00pm (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 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@tamuc.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.

Pocket Guide to APA Style, Robert Perrin 4th ed., 2012

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)

COURSE OUTLINE AND ASSIGNMENTS: DATE Week of	READING ASSIGNMENT Class Schedule Chapter	PAPER ASSIGNMENT DUE
January 14		Introduction to the course
21		No Class
28		Chapters 1, 3
February 4		Chapter 4
11		Chapter 6
18		Chapter 8
25		Research Night
March 4		Paper #1 Due
11		Spring Break
18		Chapter 9
25		Chapter 10
April 1		Chapter 11
8		Chapter 13

April 15	Chapter 16
22	Research Night
29	Prospectus Due
May 6	FINAL EXAM

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