

Syllabus and Course Outline
BA 595.01w and .02w
Applied Business Research
Spring 2015

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Office Hours: online by arrangement and before Webinars

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. Particular emphasis is given to communicating findings to senior managers in a concise written and or verbal format.

Course Prerequisites: None

Course Objectives:

1. Students will demonstrate the ability to develop a research plan including a problem statement, hypotheses, related literature, and methodology.
2. Students will learn how to write concise digests of the key insights from research findings in a manner that senior managers will be able to use. An opportunity to conduct verbal presentations of such findings will be done in the weekly online Webinars.
3. Students will demonstrate the ability to use appropriate secondary data to solve business problems.
4. Students will develop an appreciation for the importance of quantifying business decisions.

Text Book: Business Research Methods, Zikmund, Babin, Carr and Griffin, 9th edition.
Electronic versions are fine.

Tentative Course Outline:

Date	Reading Assignment	Short Paper Due Date
Week One 1/21	Chap 1,2	
Week Two 1/28	Chap 4	Chap1
Week Three 2/4	Chap 3	Chap 4
Week Four 2/11	Chap 3	Chap 3
Week Five 2/18	Chap 5	
Week Six 2/25	Chap 7	Chap 5
Week Seven 3/4	Chap 8	Chap 7

Date	Reading Assignment	Short Paper Due Date
Week Eight	Chap 8	Chap 8
Week Nine 3/18	Spring Break	
Week Ten 3/29	Chap 9	
Week Eleven 4/1	Chap 13	Chap 9
Week Twelve 4/8	Chap 16	
Week Thirteen 4/15	Chap 15	Chap 13
Week Fourteen 4/22	Basic Statistics and data	Chap 16
Week Fifteen	Basic Statistics and data	Prospectus Due
There is NO final Exam		

Graded Papers and Grade Determination

There are two types of written graded assignments: (a) nine (9) short one half to one page papers dealing with assigned chapters of your text (see below for more details), (b) one two and a half (2.5) to five (5) page research prospectus (see below for more details).

Fifty percent (50%) of your grade is determined by the average of the highest five short papers. The remaining 50% of your grade is determined by the research prospectus. I use the standard 80 to 89 scale for your grades.

ALL WORK SUBMITTED TO THIS PROFESSOR WILL BE VERIFIED BY TURNITIN.COM. TO BE CHECKED FOR SIMILARITY INDEX. AFTER YOU ARE SATISFIED WITH YOUR WORK, THEN SUBMIT THE PAPER TO THE DROPBOX WHICH INCLUDES TURNITIN. YOU SHOULD HAVE NO MORE THAN 20 PERCENT OF THE MATERIAL SHOWN AS "COPIED." IT IS IMPORTANT TO REMEMBER THAT NOT ONLY IS THE PERCENTAGE IMPORTANT, BUT WHERE THE PERCENTAGE COME FROM. YOU CANNOT TAKE MATERIAL AND COPY IT WORD FOR WORD WITHOUT USING QOUTATION MARKS OR INDENTING.

Assumptions for the short papers:

1. Assume you have been asked by a senior VP of the company to prepare these papers.
2. The VP is interested in the topics outlined in our text, but does not have the time to read the book.
3. She asks you to write a one-half to one page single spaced, BUT NO LONGER than ONE PAGE, document which presents the main issues from the chapters of interest.
4. Spelling and grammar matter to her and you should follow standard writing conventions. She is NOT impressed by APA style as the major outcome of your work.
5. At the very least she wants you to cover the following:
 - a. What are the main takeaways from the chapter?
 - b. Why do they matter?
 - c. Are any of these main points controversial or hotly debated?
 - d. Are there issues that could make her look ill-informed or cause negative "blowback"?
 - e. What issue that you left out from the document most worries you and why?

By the way you might want to compare the above to the discussion on pages 7-9 in the 9th edition of your text.

Short paper due dates: Due in Dropbox on your class page.

Chap 1 paper is due by 1/30, 11:59 pm.

Chap 4 paper due by 2/6, 11:59 pm.

Chap 3 paper is due 2/13, 11:59 pm.

Chap 5 paper is due 2/27, 11:59 pm.

Chap 7 paper is due 3/6, 11:59 pm.

Chap 8 paper is due 3/13, 11:59 pm.

Chap 9 paper is due 4/3, 11:59 pm.

Chap 13 paper is due 4/17, 11:59 pm.

Chap 14 paper is due 4/24, 11:59 pm.

Second Paper: The Research Prospectus:

The student will select a research problem, prepare and turn in a prospectus indicating the background of the problem, 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 pertaining to the problem. In your Prospectus- plan to do research--you do everything except collect data. However, you must deal with what kind of data you would need, and how you would collect it. Some thought should also be given to data collection and analysis costs.

You are most welcome to discuss with me your choice of a research problem. However, the problem is of less interest than developing a research plan. Certainly, if at your current job there is an issue of interest you are most welcome to select that. Before we go on spring break I will need to know what you have chosen.

The student should consider the following elements when preparing the prospectus (all elements may not be required). You may also wish to look at pages 123-125 of the 9th edition of your text.

- a. Background
- b. Problem Statement
- c. Purpose of Study
- d. Study Hypothesis(es)
- e. Study Delimitations
- f. Study Limitations
- g. Definitions

ENCOUNTERING TECHNICAL PROBLEMS:

If at any time you experience technical problems (e.g. you can't log in to the course, you can't see certain material, you loose connection etc.) please contact the eCollege HelpDesk available 24 hours a day, seven days a week. The HelpDesk can be reached by sending an email to helpdesk@online.tamuc.org or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information. If you do experience technical problems during an exam you MUST contact the HelpDesk IMMEDIATELY. If they are not able to resolve the issue please request a "Ticket Number" and then, and only then, contact me. Without the ticket number your exam will NOT be reset or time extended. Such protocol is to ensure academic honesty.

STUDENT CONSIDERATIONS

- ✓ All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

- ✓ 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, Halladay Student Services Building Room 303 A/D, Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148, StudentDisabilityServices@tamuc.edu

- ✓ Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an "F" for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else's writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term "plagiarism", or if you have difficulty summarizing or documenting sources, contact your professor for assistance. The College of Business an at Texas A&M University-Commerce students will follow the highest level of ethical and professional behavior. Actionable Conduct includes illegal activity, dishonest conduct, cheating, and plagiarism. Failure to abide by the principles of ethical and professional behavior will result in sanctions up to and including dismissal from the university.

- ✓ A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.