

ECO-595 APPLIED BUSINESS RESEARCH

COURSE SYLLABUS

Spring 2019

Instructor: Dr. Mostafa Malki

Phone:

E-Mail: mostafa.malki@tamuc.edu

Office Hours: By appointment as needed

This is an online course; therefore, **expect most communication to be online** as well. The best way to contact me is by email. Please **ONLY** send emails to mostafa.malki@tamuc.edu. All emails must include ECO-595 and your section in the subject line. I will respond to emails within a 48 hour time period (not including weekends).

COURSE DESCRIPTION:

Business Research Methods equips students with the skills to develop and undertake a business and economics research thesis. It provides the theoretical and practical preparation for business research. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management.

COURSE OBJECTIVES:

- Student will be introduced to the principles of business research.
- Students will understand the fundamental research methods and traditional quantitative tools in applied research applications.
- Students will develop a research plan that includes stating a problem, formulating hypotheses, reviewing relevant literature, and methodology.

TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:

Business Research Methods. Zikmund, Babin, Carr, & Griffin, 9th edition, 2013. ISBN-10: 1111826927 or ISBN-13: 9781111826925

Pocket Guide to APA Style. Perrin, 4th edition, 2012. ISBN-10: 0495912638 or ISBN-13: 9780495912637

Optional:

Publication Manual of the American Psychological Association, 6th edition, 2009. ISBN-10: 143380561 or ISBN-13: 978-1433805615

GRADING POLICY OF ACTIVITIES AND COURSE:

Grades in ECO-595 are based upon a student's performance in key areas. Each of these key areas is assigned a fixed percentage of the course's content.

Topic/Chapter Discussions Reflections posts 15%

Comments to other students 15%

Topic/Chapter Quizzes 15%

Paper 1: Idea for Research Topic 10%

Paper 2: Annotated Bibliography 10%

Paper 3: Literature Review 15%

Paper 4: Research Proposal 20%

Total 100% Percentages for course grade level are as follows:

A= 90-100%

D= 60-69%

B= 80-89%

F= 00-59%

C = 70-79 %

Extra credit work will NOT be assigned so please do not ask.

Percentages for course grade level are as follows:

A= 90-100%

B= 80-89%

C = 70-79 %

D= 60-69%

F= 00-59%

Extra credit work will NOT be assigned so please do not ask.

Tentative Course Schedule:

Please Note: The instructor reserves the right to change this schedule as circumstances may dictate. All changes to this schedule will be announced on the course homepage.

Academic Honesty:

All students are required to submit an agreement to follow the principles of the highest level of ethical and professional behavior.

Bibliographic Information: Post a brief biography about yourself by sharing with the class a little bit about: Who are you? Where are you from? What is your major? What are your interests and/or hobbies? Why are you taking the course? What do you hope to get out of this course? What is your current career goal?

Discussion: The chapter discussion threads are an important part of students' learning. Failure to post will affect the students' participation grades. Students should plan to participate throughout the semester. It is the responsibility of each student to keep up with the scheduled readings and discussions. Note: Once the discussion boards have been closed, they will not be re-opened. Please refer to the tentative schedule for due dates.

REFLECTIONS POST: The intent of the topic discussion is for the student to post his or her critical comments, assessments, insights, or questions on the assigned readings for the week. You may choose to comment on one of the readings, a chapter, article, or several. Please read the content so you don't restate the content. **COMMENT TO OTHERS:** A weekly discussion is assigned within the course. Each student must post replies to a minimum of one original reflections post created by other students.

Discussion for each week should be posted by the specified due date(s) provided in the Course Schedule. Please do not attach a document to your posts. Simply write within the text field of the message. Entries should be no longer than the equivalent of one page in length. Quizzes: There will be weekly quizzes given to assess your understanding of course material and assigned readings. See the course schedule for approximate due dates.

Please note: Extensions or Make-ups will NOT be given. If a student misses the deadline for a quiz, the student will earn a grade of zero.

Assignment/Paper 1 Research Topic: Submit an idea for a research study based on a business/economic problem.

- Write the title of the study.
- Explain your overarching aim for the study.
- What is the problem?
- What is the significance of it?
- Draft at least two research questions.

This assignment must follow APA format (6th edition).

Please refer to the course schedule for the due date.

Assignment/Paper 2 Annotated Bibliography: Prepare and submit an annotated bibliography of ten (10) articles from academic, peer-reviewed and/or scholarly journals. These articles should be related to your idea for a research study (from Assignment 1). The annotated bibliography will serve as a resource for developing and writing your literature review and research proposal.

This assignment should be formatted according to the 6th edition of the APA publication manual (examples of reference formats are also available at <http://www.apastyle.org/>).

Please refer to the course schedule for the due date.

Assignment/Paper 3: Literature Review: Prepare and submit a relevant literature review to allow your reader some insight into the background of your topic (from Assignments 1 & 2). This paper must follow APA format (6th edition) and be approximately 4 pages

double-spaced. The reference list is not counted in the page limit. You need to have at least 4 references in your assignment from peer-reviewed journals.

Please refer to the course schedule for the due date.

Assignment/Paper 4: Research Proposal: Prepare and submit a pamphlet indicating the background of the problem, the problem statement, the purpose of the study, the study's hypotheses, a review of the literature (this should be your revised and improved version of Assignment 3) and the methodology to be employed in your proposed study. You will develop a questionnaire to be used to solve your problem. In a pamphlet, you will devise a research plan that will explain your ideas in a structured format for your analysis – You will do everything except collect the data.

This assignment must follow APA format (6th edition).

Please refer to the course schedule for the due date.

SPECIAL NOTES ABOUT ACTIVITIES AND GRADES:

- Successful completion of an activity is indicated by the student earning a grade of 70% or above for the activity.
- Papers submitted after the scheduled due date will not be accepted and will result in a grade of 0. It is the student's responsibility to upload the assignments/papers correctly into the Dropbox. Failing to upload a paper correctly and to the assigned Dropbox may cause "lateness" of a paper's submission.
- Chapter quiz and discussion activities submitted after the due date will not be accepted and will result in a grade of 0. Students are advised to pay close attention to the due dates.
- ALL papers will be prepared in accordance with APA Publication Manual and submitted to turnitin.com through the assigned dropbox as an MS Word document (e.g., *.DOC, *.DOCX). Papers submitted in any other format (i.e., *.PDF, *.WPS, *.ODT, etc.) **WILL NOT BE ACCEPTED** and will result in the student earning a grade of 0 until the paper is submitted as an MS Word document.
- ALL papers submitted to the Dropbox will automatically be submitted to Turnitin.com, which will produce an originality report for review. **Originality results more than 25% will not be accepted as original work.**
- Any student caught plagiarizing will automatically receive an "F" in the course and will be referred to the Dean of Student Services for possible removal from the program and university.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L

Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.



System Maintenance

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

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

Students are held individually responsible for the information contained in the University catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur.

- “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.”
- Students enrolled in on-line courses have the same rights and responsibilities as students in live- taught courses.
- Refer to Student’s Guide Book located at: www.tamuc-commerce.edu/studentlife/guidebook.htm

PROFESSIONAL CONDUCT: The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained

about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Please note: It is the student's responsibility to ask the instructor for additional information if the student does not understand the assignments required in this course. In addition, sending emails to other students complaining or inquiring about grades is not appropriate behavior. Understand that this factor is highly subjective and can reduce your overall course grade. In extreme cases, the instructor reserves the right to drop students from the class.

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).
<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)
<http://www.albion.com/netiquette/corerules.html>

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.

In this course the need for collaboration is undeniable if you are to excel, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you must do your own work. My personal policy, which will guide this course, is this: I trust you to behave honestly and ethically in all circumstances. Please ask me if you have questions about what is proper and what is not. Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

All Work Submitted Will Be Verified By Turnitin.Com.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Academic Integrity

ADA Statement

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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed

handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Tentative Course Schedule

Please Note: The instructor reserves the right to change this schedule as circumstances may dictate. All changes to this schedule will be announced on the course homepage.

Date	Topics and Assigned Readings	Activities Due
COURSE INTRODUCTION		
Week 1 1/14	Course syllabus Academic Honesty Policy Schedule of activities	<ul style="list-style-type: none"> • Due 1/20 by 11:59 PM • Post bibliographic information.
MODULE 1: INTRODUCTION TO BUSINESS RESEARCH METHODS		
Week 2 1/21	Ch 1: The Role of Business Research Ch 3: Theory Building	<ul style="list-style-type: none"> • Due 1/27 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
ASSIGNMENT 1: Research Topic Due 1/27 by 11:59 PM		
Week 3 1/28	Ch 5: The Human Side of Business Research: Organizational and Ethical Issues	<ul style="list-style-type: none"> • Due 2/3 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter

MODULE 2: THE RESEARCH PROCESS		
Week 4 2/4	Ch 4: The Business Research Process: An Overview Ch 6: Problem Definition: The Foundation of Business Research	<ul style="list-style-type: none"> • Due 2/10 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 5 2/11	Ch 7: Qualitative Research Tools Ch 8: Secondary Data Research in a Digital	<ul style="list-style-type: none"> • Due 2/17 by 11:59 PM Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 6 2/18	ASSIGNMENT 2: Annotated Bibliography	Due 2/24 by 11:59 PM
MODULE 3: COLLECTING PRIMARY DATA		
Week 7 2/25	Ch 9: Survey Research: An Overview Ch 10: Survey Research: Communicating with Respondents	<ul style="list-style-type: none"> • Due 3/3 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 8 3/4	Ch 11: Observation Methods Ch 12: Experimental Research	<ul style="list-style-type: none"> • Due 3/10 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 9 3/11	ASSIGNMENT 3: Literature Review	Due 3/17 by 11:59 PM
MODULE 4: MEASUREMENT CONCEPTS & SAMPLING		
SPRING BREAK March 18-24		
Week 10 3/25	Ch 13: Measurement and Scaling Concepts Ch 14: Attitude Measurement	<ul style="list-style-type: none"> • Due 3/31 by 11:59 PM Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter

Week11 4/1	Ch 15: Questionnaire Design	<ul style="list-style-type: none"> • Due 4/7 by 11:59 PM Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week12 4/8	Work on questionnaire. Revise the problem statement, the purpose of the study, and the study's research questions and hypotheses. Work on Paper 4.	
Week13 4/15	Ch 16: Sampling Designs and Sampling Procedures	<ul style="list-style-type: none"> • Due 4/14 by 11:59 PM Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week14 4/22	ASSIGNMENT 4: Research Proposal	Due 4/28 by 11:59 PM
Week14 4/29	Conclusion of Course	<ul style="list-style-type: none"> • Due 5/3 by 11:59 PM • Post summary comments
Week17 4/29	Course Wrap-Up	