ECO 595.04W: Applied Business Research   **Syllabus: Spring 2019**

Instructor: Dr. Gregory G. Lubiani

Office: BA 102C

Office Hours: Tuesday, Wednesday, & Thursday 10:00 a.m. – 11:00 am, or by appointment (BA 102C)

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Course Meeting Times: Online

Required Text: Zikmund, W., Babin, B., Carr, J., & Griffin, M. **Business Research Methods**, *9th edition*

Course Description:

This course is designed to investigate the techniques of the research process as applied to business, finance 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 Objectives

- Students will demonstrate the ability to develop a research plan including a problem statement, hypotheses, related literature, and methodology.

- 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.

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

- Students will develop an appreciation for the importance of quantifying business decisions.

Instructional Methods

- Class participation & discussions

- Lecture w/ PowerPoint Slides

- Assigned readings

- Student presentations / teaching

- Research papers w/ presentations

- Group work w/ presentations

- Video

- Exam

Grading: Each student's grade will be comprised of a final exam (25%), two group projects (15% each), two short papers (15%), and classroom attendance/participation (15%).

Grading Scale: A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Late Assignment Policy:

Late assignments will accrue a penalty of 10 points per day the assignment is late. An assignment is considered one day late if it is submitted past the identified due date/time. It is considered two days late if it is submitted any more than 24 hours past the identified due date/time, and so forth. This includes weekends! Once an assignment is more than 10 days late, it will become a zero and will not be accepted for credit.

If a student wants an extension for an assignment, this must be received no less than 48 hours before the assigned due date/time. Extensions are not guaranteed, and are at the discretion of the instructor. Extensions may include a late penalty.

Group Projects (15% each):

For all presentations listed below, students should embed audio into the PowerPoint file and submit it to the instructor by the assigned deadline.

Each student will choose partners (groups of 5) for the two group projects this semester, and notify the course instructor by 1/21. These will include a case study presentation on 2/25, and a data analysis presentation on 4/22. The details of each are listed below:

Case Study: February 25th

Students will be asked to work on a business case, assigned by the professor, and provide thoughtful solutions. The group will submit the case with proposed solutions to the class on 2/25. The presentation should last no longer than 20 minutes.

Data Analysis: April 22nd

Students will be assigned a published data analysis from a peer-reviewed journal. All studies assigned use publicly available data. Each group will be responsible for finding and acquiring the publicly available data as a necessary step in the data analysis, providing real-world data acquisition experience to the group. Using Excel, each group should first examine the data to determine if it does, indeed, correspond to the data findings of the assigned study. Also, each group should then seek to go beyond what was initially accomplished by the original authors. This can include using additional data and alternative estimation methods, among other possibilities. The group will present the analysis to the class on 4/22. Students will submit the Excel file used, including the data, graphs, and analysis output. Students may use another statistical software package if desired (e.g. SAS, STATA, SPSS), but must still submit all files. The presentation itself should last no longer than 20 minutes.

Individual Short Papers (15% each):

Short paper 1 (February 11th): Students will review a published peer-review research paper and write a research proposal based on the paper. Each student will submit a one page review and PowerPoint presentation with audio embedded. The presentation should last no more than 5 minutes.

Short paper 2 (March 11th): Students will pick a research topic of your own and write an abbreviated version of a research proposal similar to the one on page 124. Each student will submit a one page review and PowerPoint presentation. The presentation should last no more than 5 minutes.

Participation (15%)

Students must not be passive in this course. More than before, each student should engage in classroom learning through respectfully asking questions and reflecting on the material with other class members.

Student participation will be evaluated based on attendance (on time), preparedness (have read all articles and materials), and engagement (respectful participation in class reflections on subject matter and applications). Just as it will be when you begin your career, meeting deadlines is a base-level expectation and, alone, will not earn you a glowing review (e.g. a grade of 100% for the semester). **You must demonstrate additional value through your actions as part of the course.**

Netiquette

The discussion boards are created to provide an opportunity for students to actively engage in meaningful conversation on a particular topic or issue. You are encouraged to provide your honest viewpoint, but be respectful of the views of your classmates.

Do's

1. Do use correct grammar and spelling.

2. Do read the prompt, reflect on what you would like to say, and review what you've written before posting!

3. Do respect the privacy, beliefs, and opinions of your classmates.

4. Do challenge each other's ideas but not each other personally.

5. Do remember to treat others as you would want to be treated.

6. Do stick to the discussion prompt at hand when posting to a forum.

7. Do use humor and sarcasm carefully. Students cannot see your facial expressions or hear any voice inflections.

Don'ts

1. Don't type in ALL CAPS. This is regarded as shouting.

2. Don't rant or rage. This is not the place to vent your anger or start a fight.

3. Don't make inappropriate comments. Objectionable, sexist, or racist language will not be tolerated.

In the discussion forums you will post assignments and discuss your work with others in the class or in your groups. These are public forums, so whatever is posted can be seen by everyone in the course, including the instructors. If you want to send a private message, use individual email. The Class Lounge discussion forum is a public space for conversation with your classmates on any topic or question.

General Comments:

1. Turn off your cell phones before coming to class. This is a classroom environment. It is disruptive to the class and disrespectful to the instructor to have a cell phone ring in the middle of class. Please double check before you come to class.

2. Texting, the use of a computer for purposes not related to class, reading of newspapers, sleeping, or any other distraction will not be tolerated.

3. Each student is expected to check his/her **university** e-mail (e.g. rt42@tamcu.edu) frequently for course announcements. E-mails **will not** be sent to personal e-mail addresses (e.g. goldlion@yahoo.com). This is to ensure privacy.

4. You will most likely need a calculator for this course. A standard calculator should be sufficient. A graphing calculator is not necessary.

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.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or **point** release of that major version) and the previous major version of iOS (the latest minor or **point** release of that major version). For example, as of June 7, 2017, D2Lsupports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site http://www.java.com/en/download/manual.jsp

- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.
  Pop-ups are allowed.
  JavaScript is enabled.
  Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - Adobe Reader https://get.adobe.com/reader/
  - Adobe Flash Player *(version 17 or later)* https://get.adobe.com/flashplayer/
  - Adobe Shockwave Player   https://get.adobe.com/shockwave/
  - Apple Quick Time   http://www.apple.com/quicktime/download/

- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

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.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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 in Webinar or through email.

University Specific Procedures Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

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

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 132

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

Fax (903) 468-8148

Email: Rebecca.Tuerk@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

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

((http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) and/or consult your event organizer). 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 Schedule

Week	Text	Details
Week 1 (1/14)	Intro/Syllabus	
Week 2 (1/21)	Chapters 1-5	Notify Instructor of Group Members
Week 3 (1/28)	Chapters 6-10	
Week 4 (2/4)	Excel Training 1	
Week 5 (2/11)	Short Paper 1 Presentations	All files for the first short paper to be submitted
Week 6 (2/18)	Chapters 9-12	
Week 7 (2/25)	Case Study	All files for case study to be submitted
Week 8 (3/4)	Chapters 13 - 15	
Week 9 (3/11)	Excel Training 2	
Week 10 (3/18)	**Spring Break**	
Week 11 (3/25)	Chapters 16 - 18	All files for second short paper to be submitted
Week 12 (4/1)	Chapters 19 - 21	
Week 13 (4/8)	Short-paper 2	All files for the second short paper to be submitted
Week 14 (4/15)	Chapters 22 - 25	
Week 15 (4/22)	Data Analysis Presentation	All files for data analysis to be submitted
Week 16 (4/29)	Final Examination	

Note: All assignments are due by 6:00 PM CST on the date shown

Group Presentation Evaluation

1. Did the group provide a good background of the issue?

2. Was the information presented clearly and flow well from one slide to the next?

3. Did the group interact with the audience during the presentation? Was the audience engaged?

4. Was the PowerPoint / Prezi presentation put together well? Did it aid in the demonstration?

5. Was the appropriate content presented? How thorough was the group?

6. What was the overall feel of the presentation? Did the audience come away with a good takeaway? Did each speaker carry himself/herself well?

Additional Comments

Guided Rubric for Peer Review

(For each, provide helpful comments and rate on a 1 to 5 scale: 1= Poor & 5 = Excellent)

1. How well did the author justify the importance of the issue?

2. How well did the author objectively evaluate all sides of the issue?

3. How would you rate the overall flow and organization of the paper? Was the organization logical? Did ideas flow and connect in an effective way?

4. How would you rate the overall writing of the paper? Were sentences and paragraphs constructed well? Would you consider the writing style appropriate?

5. How would you rate the paper in terms of grammar and errors? Did it appear to be proofread effectively?

6. Did the author do a good job of using primarily scholarly references throughout the paper?

7. How well did the paper achieve the goals of the assignment as stated in the assignment description?

8. What grade would you assign the paper in its current form? (Note: This question doesn't require a 1 to 5 rating)

Additional Comments: