

SYLLABUS AND COURSE OUTLINE
BA 595, APPLIED BUSINESS RESEARCH
Summer 2, 2014

PROFESSOR: Donald English
OFFICE NUMBER: BA 318
OFFICE PHONE: (903) 886-5662
EMAIL: Donald.English@tamuc.edu
OFFICE HOURS: 24/7 Almost

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 requesting accommodations for disabilities must go through the Academic support committee. For more information, please contact the Director of Disability Resources & Services, Halladay Student Services Bldg., Rm. 303D, 903-886-5835.

MEANS TO ACCOMPLISH OBJECTIVES:

1. The student will be required to prepare (2) papers. These papers will be prepared in accordance with APA Publication Manual, Pocket Guide, Robert Perrin. ISBN: 978-1-111-826923

2. 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:

o **Business Research Methods**, By [William G Zikmund](#) (Author), [Barry J Babin](#) (Author), Jon C. Carr (Author), Mitch Griffin (Author), **9th edition.** o

APA Publication Manual, Pocket Guide, Robert Perrin. ISBN: 978-1-111-826923 4th edition

GRADING POLICY:

Paper #1	100 points
Paper #2 (counts as 2 grades)	100 points x 2 = 200 points
Discussion Questions (10 points per questions)	100 points
Mid-Term	100 points
Final Exam	100 points

Minimum percentages for grade level are as follows:

A	90+	percent of total point
B	80-89	percent of total point
C	70-79	percent of total point

D 60-69 percent of total point

One grade per day will be deducted for papers turned in late. Papers will not be accepted after one week of the due date. Anyone caught plagiarizing will receive an "F" in the course.

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 during an exam, 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.

One grade will be deducted each day for papers turned in late. Anyone caught plagiarizing will receive an "F" in the course.

Academic Honesty: Plagiarism and other forms of academic dishonesty will not be tolerated. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.10 Academic Honesty at http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97.

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 Disability Resources and Services

Texas A&M University-Commerce

Halladay Student Services Building

Room 303 A/D

Telephone: (903) 886-5150 or (903) 886-5835

FAX: (903) 468-8148

- "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.

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 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.

ALL WORK SUBMITTED TO THIS PROFESSOR WILL BE VERIFIED BY TURNITIN.COM. BEFORE SUBMITTING YOUR PAPERS TO ME, I WILL ALLOW YOU TO SUBMIT THEM TO TURNITIN TO BE CHECKED FOR SIMILARITY. AFTER YOU ARE SATISFIED WITH YOUR WORK, THEN SUBMIT THE PAPER TO ME. YOU SHOULD HAVE NO MORE THAN 20 PERCENT OF THE MATERIAL SHOWN IN THE SIMILARITY INDEX. THE CLASS ID IS 6590600 THE PASSWORD IS phddon all lower case letters. YOU CANNOT USE A PAPER THAT YOU HAVE TURNED IN PREVIOUSLY That will be considered plagiarism and you

will receive a 0 on the paper. I will NOT give you a second chance to redo any papers.

“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)

TENTATIVE COURSE OUTLINE

Date	Reading Assignments	Paper Assignments Due
July 7-11 Week 1	Chapters 1 and 8	
July 14-18 Week 2	Chapter 3, 4 and 6	July 19-20 Mid-Term Exam Chapter 1,3,4,6 and 8
July 21-25 Week 3		<u>Paper 1 due</u> (July 24)
July 28-Aug 1 Week 4	Chapters 9 and 10	
Aug 4-7 Week 5	Chapter 13, 15 and 16	<u>Prospectus (Due Aug 7</u> & <u>Final Exam</u> Aug 7-8

Note: All discussions are due by the week start and end date corresponding to it.

Discussions for Week 1 are due by July 13, 2014 11.59 S.T.

Discussions for Week 2 are due by July 20, 2014 11.59 S.T.

Discussions for Week 3 are due by July 27, 2014 11.59 S.T.

Discussions for Week 4 are due by Aug 4, 2014 11.59 S.T.

ALL STUDENTS MUST ANSWER ALL DISCUSSION QUESTIONS IN THEIR OWN WORDS. IN ADDITION, YOU MUST RESPOND TO TWO OF YOUR CLASSMATES POSTS. YOU WILL HAVE A TOTAL OF 3 POSTS FOR EACH QUESTION.

TERM PAPER ASSIGNMENTS

Papers will be graded on content, organization, and format. The following are the specific assignments for the papers.

1. Paper 1: Prepare a short term paper on a business/economics topic of your choice. An introduction and a summary section should be included in the paper. You should also include an abstract and reference pages. Do not segment papers into chapters. The content of this paper should be four pages in length. You should begin with an Introduction section and end with a Summary section. In addition you should use an additional 2-4 subheading throughout your paper.
2. The student will select a research problem (it can be the same topic as paper 1), prepare and turn in a prospectus indicating the background, 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 (this can be paper 1, as long as you use the same topic.) pertaining to the problem. You will develop a questionnaire to be used to solve your problem. A Prospectus--a plan to do research--you do everything except collect data.

Paper 1

1. Write a short term paper on a business / economics topic of your choice.
2. Use APA formatting. A large portion of your grade will be based on formatting. You are responsible for carefully reading and strictly following formatting guidelines set out in the sixth edition of the APA publication manual. The objective of this paper is for you to learn to use the APA.
3. Include the following parts in your paper.
 - Title page
 - Abstract
 - Body
 - References
4. The content section must be no more than four (4) pages in length, in addition to the abstract and reference page.
5. Use a minimum of four current references (2010-2013) from **scholarly peer-review journals**. (See "handouts" in eCollege doc sharing for a definition of peer-reviewed journals)

Use a 12 point font--double spacing. You are to assume this is a publishable paper. Be careful when you use direct quotes. See APA pages. My rule is--if you use five consecutive words from a source, you MUST use quotation marks. If you direct quote more that 40 words you must indent. See the example of a paper beginning on page 71 in The APA Manual.

Attachment #1

PAPER 2

TERM PROJECT (PROSPECTUS)

1. The term project is to develop a finished "Prospectus for a Thesis." The student is referred to APA for the mechanical details of a prospectus preparation.
2. The student should use the following elements when preparing Chapter I of the prospectus (all elements are required except Definitions).
 - a. Background
 - b. Problem Statement
 - c. Purpose of Study
 - d. Study Hypothesis (es)
 - e. Definitions (If necessary)

SEE INFORMATION IN eCOLLEGE DOC SHARING FOR ADDITIONAL
INFORMAITON

Attachment #2