BA 595 01W #40368
APPLIED BUSINESS RESEARCH
Course Syllabus – Summer I, 2015

Instructor:	Stanley Holmes, Ph.D.
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Office Hours:	Online on hour before scheduled class time and other online time by appointment.

Course Description

This course meets on Tuesdays and Thursdays at 6:30 P.M. to 8:30 P.M. Central Time on eCollege Class Live. 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 Prerequisites

No graduate prerequisites. This should be one of the first courses taken in the MBA program.

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.

Course Materials
Text Book: Business Research Methods, Zikmund, Babin, Carr and Griffin, 9th edition 2012 or latest edition.
ISBN-10: 1111826927 ISBN-13: 978-1111826925
Electronic versions are fine.

GRADING

Grades will be based on 2 multiple choice exams worth 25 points each, 2 major papers worth 20 points each and five assignments worth 2 points each. Exams will be given on line and papers must be submitted by the due date in MS Word format to the appropriate Dropbox. No late papers will be   graded. Use your first initial, last name and Paper # for the paper file name. Plan well in advance for the exams**:** there will be no early exams and no makeup exams will be given unless student has an approved excuse. Note that computer issues are not a valid excuse.
Course grades will be assigned as:

90 – 100 A

80 – 89 B

70 – 79 C

60 – 69 D

Below 60 F

TECHNOLOGY REQUIREMENTS

- To fully participate in online courses, you will need to use a current, Flash enabled browser. For PC users, the suggested browser is Internet Explorer 9.0 or 10. For Mac users, the most current update of Firefox is suggested.

- 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.

- You also need a:
    - webcam

- microphone

For ClassLive Pro, headphones are suggested for use with recording and playback. We recommend a webcam with an integrated microphone, such as the Microsoft LifeCam Cinema. All devices should be installed and configured before class begins.

- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. Java can be downloaded at: http://www.java.com/en/download/manual.jsp

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

- You will need some additional free software for enhanced web browsing. Ensure that you download the free versions of the following software:
    - Adobe Reader
    - Adobe Flash Player

- 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.

- For additional information about system requirements, please see: https://secure.ecollege.com/tamuc/index.learn?action=technical

ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to: http://www.tamuc.edu/myleo.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

Pearson LearningStudio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with a Pearson LearningStudio Representative.

- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

- **Email:** helpdesk@online.tamuc.org to initiate a support request with Pearson LearningStudio Technical Support Representative.

Accessing Help from within Your Course: Click on the *'Tech Support'* icon on the upper left side of the screen inside the course. You will then be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

Note: Personal computer 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, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure **MUST** be followed?

1. Students must report the problem to the help desk. You may reach the helpdesk at helpdesk@online.tamuc.org or 1-866-656-5511
2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number

3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

Internet Access

An Internet connection is necessary to participate in discussions and assignments, access readings, transfer course work, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at https://leo.tamuc.edu.

Learner Support

Go to the following link One Stop Shop- created to serve you by attempting to provide as many resources as possible in one location.

Go to the following link Academic Success Center- focused on providing academic resources to help you achieve academic success.

COURSE OUTLINE/CALENDAR

Any special accommodation requests (not related to disabilities – see below for those issues) must be made to me in a memorandum with documentation attached. The outline below is subject to change. Make sure to attend class sessions and check email regularly to note any changes**.**

	READING
DATE **Week of**	
June 8	Chapters 1, 2, 4 and 3
June 15	Chapters 6, 7 and 8

June 22

Chapters 9, 10 and 11

Paper 1 Due June 27
MID TERM EXAM June 26

June 29   Chapters 12, 13 and 14

July 6   Chapters 15 and 16

Paper 2 - Prospectus Due July 8
LAST EXAM July 8

You are to answer each discussion question in your own words. Then you also need to respond to two other students' answers. Thus, you will have three posting for each question.

Note: In addition to the reading and major papers schedule above you must answer specific chapter discussion questions. All discussion questions are due on the following dates.

Chapters 1, 4 and 5   paper is due by 6/15, 11:59 pm.

Chapters 6, 7 and 8   papers is due 6/22, 11:59 pm.

Chapters 9   paper is due 6/29, 11:59 pm.

Chapters 11 and 13   paper is due 7/8, 11:59 pm.

TERM PAPER ASSIGNMENTS

The following are the specific assignments:

Paper 1

Prepare a short term paper on a business/economics topic of your choice (4 pages of CONTENT). Clearly state the hypothesis statement and write it in functional form. Include discussion of the variables in the hypothesis and why they are important.

Follow APA format. A large part of your grade on paper 1 will be format. One objective of this paper is for you to learn to use the APA Manual. 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 page 71. My rule is--if you use five consecutive words from a source, you MUST use quotes marks. Changing a couple of words in the sentence is not appropriate. If you direct quote more than 40 words you must indent. You should use 3-4 subheadings in your paper (see APA pages 36).

In discussion of the topic you must perform a literature review with peer-reviewed (scholarly journals) for your references. Newsweek, U.S News and World Reports, Dallas Morning News are NOT scholarly journals. (See instruction in doc sharing.)

Paper 2

The student will select a research problem and 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 a Prospectus--a
  plan to do research--you do everything except collect and analyze the data.

1. The student should consider the following elements when preparing Chapter I of 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

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Student Considerations and Rules

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

The College of Business and Technology 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.

Students are required to use leo.tamuc.edu email address for email communication.

The deadline for dropping a class is listed under the academic schedule.

Refer to Student's Guide Book located at: www.tamuc.edu/studentlife/guidebook.html

PLAGIARISM 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.

STUDENT WORKLOAD University students are expected to dedicate a minimum of *90 clock hours* during the term/semester for a 3SH course.

NONDISCRIMINATION   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.

University Specific Procedures

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

StudentDisabilityServices@tamuc.edu

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 *Code of Student Conduct from Student Guide Handbook).* Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: http://www.albion.com/netiquette/corerules.html

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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".

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.