

**Syllabus and Course Outline**  
**BA 595.81E, APPLIED BUSINESS RESEARCH**  
**Spring, 2016**  
**UCD**

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OFFICE HOURS: 10:00 am UCD

**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 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  
Ges Library  
Room 132**

**Phone (903) 886-5160 or (903) 886-5835**

**Fax (903) 468-8148**

**StudentDisabilityServices@tamuc.edu**

**MEANS TO ACCOMPLISH OBJECTIVES:**

1. The student will be required to prepare two (2) papers. These papers will be prepared in accordance with Pocket Guide to APA Style. (See doc sharing.)
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.

**TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:**

**Business Research Methods, William Zikmund, Babin, Carr, Griffin 9th ed.  
Pocket Guide to APA Style, Robert Perrin 4<sup>th</sup> ed., 2012**

**GRADING Weights:**

Paper #1	<b>100</b>
Prospectus or Research Project (counts as 2 grades) 100x2=200 points	<b>200</b>
Mid Term Exam	<b>100</b>
Discussion Questions	<b>100</b>
Final Exam 100 points	<b>100</b>

- A 90+percent of total points available
- B 80-89 percent of total points available
- C 70-79 percent of total points available
- D 60-69 percent of total points available

**Minimum percentages for grade level**

**Any student absence for more than three classes (excused or unexcused) will have his/her grade lowered by one letter grade.**

**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.

**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 CHECK FOR PLAGIARISM. 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 AS "COPIED." IT IS IMPORTANT TO REMEMBER THAT NOT ONLY IS THE PERCENTAGE IMPORTANT, BUT WHERE THE PERCENTAGE COMES FROM. THE CLASS ID FOR TURNITIN IS 11134605 AND 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)

COURSE OUTLINE AND ASSIGNMENTS: DATE Week of	READINGPAPER ASSIGNMENTASSIGNMENT Class Schedule DUE
<b>January 23</b>	Introduction to the course
<b>30</b>	Activities
<b>February 6</b>	Chapter 1
<b>13</b>	Chapter 3
<b>20</b>	Chapter 4
<b>27</b>	Chapter 6
<b>March 5</b>	Chapter 8
<b>12</b>	MID TERM EXAM
<b>19</b>	Spring Break
<b>26</b>	Chapters 9, 10

<b>April 2</b>	Chapter 11
<b>9</b>	Chapter 13
<b>16</b>	Chapter 16
<b>23</b>	Research Night
<b>30</b>	Prospectus Due
<b>May 7</b>	<b>FINAL EXAM</b>

**\*\*\* Last Day to drop**

**\*\*\* to Withdraw from class**

**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: All discussion questions are due on the following dates.**

**Discussions for Week 3 are due by February 7 11:59 pm.**

**Discussions for Week 4 are due by February 14, 11:59 pm.**

**Discussions for Week 5 are due by February 21, 11:59 pm.**

**Discussions for Week 6 are due by February 28, 11:59 pm.**

**Discussions for Week 7 are due by March 6, 11:59 pm.**

**Discussions for Week 9 are due by March 20 11:59 pm.**

**Discussions for Week 10 are due by March 27, 11:59 pm.**

**Discussions for Week 11 are due by April 3, 11:59 pm.**

**Discussions for Week 12 are due by April 10, 11:59 pm.**

**Discussions for Week 14 are due by April 24, 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). Follow APA format. A large part of your grade on paper 1 will be format. The 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 word 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). You MUST use

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 (it can be the same topic as paper 1), 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 (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. In a Prospectus--a plan to do research--you do everything except collect data. (see Instruction in doc sharing)

1. The student should consider the following elements when preparing Chapter I of the prospectus (all elements may not be required).
  - a. Background
  - b. Problem Statement
  - c. Purpose of Study
  - d. Study Hypothesis(es)
  - e. Study Delimitations
  - f. Study Limitations
  - g. Definitions