



ECO 595

Applied Business Research

Spring 2018

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Office Hours: by appointment

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- The best way to contact me is by email. Please put the course number 'ECO 595.W' in the subject. Missing course number in the subject can seriously delay the response time.
- Please consult your syllabus and the course page in eCollege to see if your questions/concerns are addressed before sending me an email. Please allow up to 24 hours during weekdays and 48 hours during weekend for me to reply. If you do not hear from me within that time frame, you can resend your email.
- You are responsible for joining online class sessions regularly as long as time permits and checking your university email daily. If you cannot attend the live lecture, you should review the recordings as soon as possible. Continuously failing to keep up with the announcements and updates included in emails or lectures can be a sign of lack of class participation.
- Course schedule at the end of the syllabus is temporary and subject to changes. Announcements, updates and other information will be released either during live lecture or via email.

COURSE INFORMATION

Required Textbook:

Zikmund, W., Babin, B., Carr, J., & Griffin, M. Business research methods, 9th edition ISBN 9781111826925

Optional Textbook:

Paul McFedries, MOS 2016 Study Guide for Microsoft Excel Expert, ISBN 9780735699427

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. The course

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.
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.
5. Students will have comprehensive Excel skills that are necessary for performing basic business analysis.

GRADING

Course grading is based on the following assignments:

- (a) Two short-papers (35%)
- (b) Group Projects: (1) Case study (15%); (2) Data analysis (20%)
- (c) Final Exam (25%)
- (d) Class participation and discussion (5%)

Late submission will be accepted with valid documentation and at the discretion of the instructor. A 10% penalty will be imposed for each of the days that the submission is late. Extension for an assignment will be given with valid documentation. Extensions are at the discretion of the instructor. Extensions may include a late penalty. Documentations submitted after the grade being posted will NOT be considered.

All files submitted must be in word or ppt format, depending on the type of the assignments. No pdf files are allowed. The title of all files should have the following format: lastname_firstname_project for individual

submissions and lastname1_lastname2_lastname3 for group submissions. Failure to do so will result in penalty in grading.

All assignment must be formally submitted to the dropbox. If you have difficulty accessing the ecollege temporarily, you can email me your assignment as a proof of on-time submission. However, you still need to upload it to the dropbox as soon the issue is resolved. Email or any other formats of submissions do not count and will not be graded.

For all writing assignment, you should keep the following assumptions in mind:

1. Assume you have been asked by a senior VP of the company to prepare research documents.
2. The VP is interested in numerous and varied issues facing the company but does not have the time to keep up with them all. You will be required to present your findings in varied formats listed above
3. You are a senior researcher for the company and your opinion is valued and sought after.
4. Spelling and grammar matter to her and you should follow standard writing conventions. She expects a succinct format that is business like.

A. Short papers

Short paper 1: You will be assigned a published peer-review research papers and write research proposals based on the paper.

Short paper 2: You will pick a research topic of your own and write an abbreviated version of a research proposal similar to the one on page 124.

More details are provided in the short paper guideline.

B. Group projects

Each student will choose partners (groups of 3) for the two group projects this semester, and notify the course instructor by **February 25**. Students failed to do so will be required to work individually. Once the group/individual choice is made, it should remain the same throughout the semester. That is, students working in a group for the first project will remain in the same group for the second project. Similarly, students who work individually on the first project will need to work individually on the second project as well.

The choice of working individually is to allow those who have inflexible schedules or who prefer to work individually to be able to do so. Note that assignments will be graded with the same requirement and standard regardless of the group/individual choice.

The two projects will be submitted as voice-over ppt presentations.

- **Case study: 15%**

You will be asked to work on a business case, assigned by the professor, and provide thoughtful solutions. You will present your thoughts through a voice-over presentation.

- **Data analysis project: 15%**

You will be assigned by your professor a specific company with actual data from the Bloomberg database. This project has two components.

Part 1

Produce an Excel graph of the company data assigned to you by your professor. Using this data ONLY explain what the graph tells you as a manager about the trend, seasonal, cyclical, and random factors in this company data.

Based on your Excel graph, conduct research to find out how management actually made the decisions in the data. Company annual reports, Wall Street Journal, and trade magazines are good places to start.

Part 2

Conduct statistical analysis of the data using time series analysis and regression analysis.

E. Class participation

Although this is an online course, student should make effort to attend the live lecture if possible or listen to the recording participation. Students are required keep up with class materials and announcement made during live lectures or via emails, including changes to due dates or assignments. Participation will be evaluated based on attendance (attend or listen to lectures), preparedness (read all articles and materials), and engagement (respectful participation in class reflections on subject matter and applications), and awareness (keep up with all updates and announcement).

Students will be asked to submit two discussions to the discussion board.

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

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 myLeo. <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.

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 myLeo. <https://leo.tamuc.edu>

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/)

<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 (2/1-2/2)	Syllabus; Chapters 1 and 2	Discussion 1 due
Week 2 (2/5-2/9)	Chapters 4 and 6	
Week 3 (2/12-2/16)	Chapters 8 and 13	Short Paper 1 due
Week 4 (2/19-2/23)	Chapters 9, 10, and 15	1. Short paper 2 topic due 2. Group information due
Week 5 (2/26-3/2)	Chapter 16, 20	
Week 6 (3/5-3/9)	Case study	Case Study due
Week 7 (3/12-3/16)	Spring Break	
Week 8 (3/19-3/23)	Q&A on Short paper 2	
Week 9 (3/26-3/30)	Excel I	Short Paper 2 due: presentation and written
Week 10 (4/2-4/6)	Excel II	
Week 11 (4/9-4/13)	Chapters 21	Discussion 2 due
Week 12 (4/16-4/20)	Chapters 23 and Time Series	
Week 13 (4/23-4/27)	Data Analysis Presentation	
Week 14 (4/30-5/4)	Review Q&A	Data Analysis Presentation due
Final Week (5/7-5/11)	Final Examination	Available 5/4-5/7

Note: 1. We will have live lectures in weeks highlighted in bold.

2. All assignments are due by the end of the weekend, Sunday at 11:59 PM, except for the final, which is due on Monday 5/7 at 11:59 PM.