

ECO-595 APPLIED BUSINESS RESEARCH

ONLINE COURSE SYLLABUS

Fall 2018

Instructor: Dr. Mostafa Malki
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Office Hours: By appointment as needed

This is an online course; therefore, **expect most communication to be online** as well. The best way to contact me is by email. Please **ONLY** send emails to mostafa.malki@tamuc.edu. All emails must include ECON-595 and your section in the subject line. I will respond to emails within a 48 hour time period (not including weekends).

COURSE DESCRIPTION: Business Research Methods equips students with the skills to develop and undertake a business and economics research thesis. It provides the theoretical and practical preparation for business research. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management.

COURSE OBJECTIVES:

- Student will be introduced to the principles of business research.
- Students will understand the fundamental research methods and traditional quantitative tools in applied research applications.
- Students will develop a research plan that includes stating a problem, formulating hypotheses, reviewing relevant literature, and methodology.

TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:

Business Research Methods. Zikmund, Babin, Carr, & Griffin, 9th edition, 2013.
ISBN-10: 1111826927 or ISBN-13: 9781111826925

Pocket Guide to APA Style. Perrin, 4th edition, 2012. ISBN-10: 0495912638 or
ISBN-13: 9780495912637

Optional:

Publication Manual of the American Psychological Association, 6th edition, 2009.
ISBN-10: 143380561 or ISBN-13: 978-1433805615

GRADING POLICY OF ACTIVITIES AND COURSE:

Grades in ECON-595 are based upon a student's performance in key areas. Each of these key areas is assigned a fixed percentage of the course's content.

Topic/Chapter Discussions	
Reflections posts	15%
Comments to other students	15%
Topic/Chapter Quizzes	15%
BREP Research Participation	5%
Paper 1: Idea for Research Topic	5%
Paper 2: Annotated Bibliography	10%
Paper 3: Literature Review	15%
Paper 4: Research Proposal	20%
Total	100%

Percentages for course grade level are as follows:

A= 90-100%	D= 60-69%
B= 80-89%	F= 00-59%
C = 70-79 %	

Extra credit work will NOT be assigned so please do not ask.

Successful Completion of ECON-595

Academic Honesty: All students are required to submit an agreement to follow the principles of the highest level of ethical and professional behavior.

Bibliographic Information: Post a brief biography about yourself by sharing with the class a little bit about: Who are you? Where are you from? What is your major? What are your interests and/or hobbies? Why are you taking the course? What do you hope to get out of this course? What is your current career goal?

Discussion: The chapter discussion threads are an important part of students' learning. Failure to post will affect the students' participation grades. Students should plan to participate throughout the semester. **It is the responsibility of each student to keep up with the scheduled readings and discussions.**

Note: Once the discussion boards have been closed, they will not be re-opened. Please refer to the tentative schedule for due dates.

REFLECTIONS POST: The intent of the topic discussion is for the student to post his or her critical comments, assessments, insights, or questions on the assigned readings for

the week. You may choose to comment on one of the readings, a chapter, article, or several. Please read the content so you don't restate the content.

COMMENT TO OTHERS: A weekly discussion is assigned within the course. Each student must post replies to a minimum of one original reflections post created by other students.

Discussion for each week should be posted by the specified due date(s) provided in the Course Schedule. Please do not attach a document to your posts. Simply write within the text field of the message. Entries should be no longer than the equivalent of one page in length.

Quizzes: There will be weekly quizzes given to assess your understanding of course material and assigned readings. See the course schedule for approximate due dates.

Please note: Extensions or Make-ups will NOT be given. If a student misses the deadline for a quiz, the student will earn a grade of zero.

BREP Research Participation: A goal of this class is to help you familiarize yourself with research methods. One manner to obtain this goal is to have you participate in research studies. All students in this class are required to participate in the Business Research Experience Program (BREP) or complete an alternative BREP assignment. More details about the BREP and alternative assignment are available at:

<http://www.tamuc.edu/academics/colleges/businessEntrepreneurship/globalization-resources/business-research-experience-program-brep.aspx>.

Assignment/Paper 1 Research Topic: Submit an idea for a research study based on a business/economic problem.

- Write the title of the study.
- Explain your overarching aim for the study.
- What is the problem?
- What is the significance of it?
- Draft at least two research questions.

This assignment must follow APA format (6th edition).

Please refer to the course schedule for the due date.

Assignment/Paper 2 Annotated Bibliography: Prepare and submit an annotated bibliography of ten (10) articles from academic, peer-reviewed and/or scholarly journals. These articles should be related to your idea for a research study (from **Assignment 1**). The annotated bibliography will serve as a resource for developing and writing your literature review and research proposal. This assignment should be formatted according to the 6th edition of the APA publication manual (examples of reference formats are also available at <http://www.apastyle.org/>).

Please refer to the course schedule for the due date.

Assignment/Paper 3: Literature Review: Prepare and submit a relevant literature review to allow your reader some insight into the background of your topic (from **Assignments 1 & 2**). This paper must follow APA format (6th edition) and be approximately 4 pages double-spaced. The reference list is not counted in the page limit. You need to have at least 4 references in your assignment from peer-reviewed journals.

Please refer to the course schedule for the due date.

Assignment/Paper 4: Research Proposal: Prepare and submit a pamphlet indicating the background of the problem, the problem statement, the purpose of the study, the study's hypotheses, a review of the literature (this should be your revised and improved version of **Assignment 3**) and the methodology to be employed in your proposed study. You will develop a questionnaire to be used to solve your problem. In a pamphlet, you will devise a research plan that will explain your ideas in a structured format for your analysis – You will do everything except collect the data. This assignment must follow APA format (6th edition).

Please refer to the course schedule for the due date.

SPECIAL NOTES ABOUT ACTIVITIES AND GRADES:

- Successful completion of an activity is indicated by the student earning a grade of 70% or above for the activity.
- Papers submitted after the scheduled due date will not be accepted and will result in a grade of 0. It is the student's responsibility to upload the assignments/papers correctly into the Dropbox. Failing to upload a paper correctly and to the assigned Dropbox may cause "lateness" of a paper's submission.
- Chapter quiz and discussion activities submitted after the due date will not be accepted and will result in a grade of 0. **Students are advised to pay close attention to the due dates.**
- ALL papers will be prepared in accordance with APA Publication Manual and submitted to turnitin.com through the assigned dropbox as an MS Word document (e.g., *.DOC, *. DOCX). Papers submitted in any other format (i.e., *.PDF, *.WPS, *.ODT, etc.) WILL NOT BE ACCEPTED and will result in the student earning a grade of 0 until the paper is submitted as an MS Word document.
- ALL papers submitted to the Dropbox will automatically be submitted to Turnitin.com, which will produce an originality report for review. **Originality results more than 25% will not be accepted as original work.**
- Any student caught plagiarizing will automatically receive an "F" in the course and will be referred to the Dean of Student Services for possible removal from the program and university.

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

Students are held individually responsible for the information contained in the University catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur.

- “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.
- Refer to Student’s Guide Book located at: www.tamu-commerce.edu/studentlife/guidebook.htm

PROFESSIONAL CONDUCT: The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Please note: It is the student’s responsibility to ask the instructor for additional information if the student does not understand the assignments required in this course. In addition, sending emails to other students complaining or inquiring about grades is not appropriate behavior. Understand that this factor is highly subjective and can reduce your overall course grade. In extreme cases, the instructor reserves the right to drop students from the class.

All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Guide Handbook, Rules and Procedures, Code of Student Conduct at <http://www.tamu-commerce.edu/studentlife/guidebook67.pdf>

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.

In this course the need for collaboration is undeniable if you are to excel, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you must do your own work. My personal policy, which will guide this course, is this: I trust you to behave honestly and ethically in all circumstances. Please ask me if you have questions about what is proper and what is not.

NONDISCRIMINATION STATEMENT

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 <https://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.

All Work Submitted Will Be Verified By Turnitin.Com.

All students are required to read, sign and return the academic honesty policy for the College of Business and Entrepreneurship.

Course Schedule

Please Note: The instructor reserves the right to change this schedule as circumstances may dictate. All changes to this schedule will be announced on the course homepage.

Date	Topics and Assigned Readings	Activities Due
COURSE INTRODUCTION		
Week 1 8/27	Course syllabus Academic Honesty Policy Schedule of activities	<ul style="list-style-type: none"> • Due 9/2 by 11:59 PM • Submit Signed Academic Honesty • Post bibliographic information.
MODULE 1: INTRODUCTION TO BUSINESS RESEARCH METHODS		
Week 2 9/3	Ch 1: The Role of Business Research Ch 3: Theory Building	<ul style="list-style-type: none"> • Due 9/9 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
	ASSIGNMENT 1: Research Topic	Due 9/9 by 11:59 PM
Week 3 9/10	Ch 5: The Human Side of Business Research: Organizational and Ethical Issues	<ul style="list-style-type: none"> • Due 9/16 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
MODULE 2: THE RESEARCH PROCESS		
Week 4 9/17	Ch 4: The Business Research Process: An Overview Ch 6: Problem Definition: The Foundation of Business Research	<ul style="list-style-type: none"> • Due 9/23 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 5 9/24	Ch 7: Qualitative Research Tools	<ul style="list-style-type: none"> • Due 9/30 by 11:59 PM • Post initial response to each topic/chapter

	Ch 8: Secondary Data Research in a Digital Age	<ul style="list-style-type: none"> • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 6 10/1	ASSIGNMENT 2: Annotated Bibliography	Due 10/7 by 11:59 PM

MODULE 3: COLLECTING PRIMARY DATA

Week 7 10/8	<p>Ch 9: Survey Research: An Overview</p> <p>Ch 10: Survey Research: Communicating with Respondents</p>	<ul style="list-style-type: none"> • Due 10/14 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 8 10/15	<p>Ch 11: Observation Methods</p> <p>Ch 12: Experimental Research</p>	<ul style="list-style-type: none"> • Due 10/21 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 9 10/22	ASSIGNMENT 3: Literature Review	Due 10/28 by 11:59 PM

MODULE 4: MEASUREMENT CONCEPTS & SAMPLING

Week 10 10/29	<p>Ch 13: Measurement and Scaling Concepts</p> <p>Ch 14: Attitude Measurement</p>	<ul style="list-style-type: none"> • Due 11/4 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week 11 11/5	Ch 15: Questionnaire Design	<ul style="list-style-type: none"> • Due 11/11 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each

		topic/chapter
Week12 11/12	Work on questionnaire. Revise the problem statement, the purpose of the study, and the study's research questions and hypotheses. Work on Paper 4.	
Week13 11/19	Ch 16: Sampling Designs and Sampling Procedures	<ul style="list-style-type: none"> • Due 11/25 by 11:59 PM • Post initial response to each topic/chapter • Reply to at least one initial response for each topic/chapter • Complete quiz for each topic/chapter
Week14 11/26	ASSIGNMENT 4: Research Proposal	Due 12/2 by 11:59 PM
Week14 12/3	Conclusion of Course	<ul style="list-style-type: none"> • Due 12/9 by 11:59 PM • Post summary comments
	BREP Research Participation or ALT BREP assignment must be completed by 12/9	
Week17 12/10	Course Wrap-Up	