



COLLEGE OF BUSINESS

FALL 2022

COURSE NUMBER:	Eco 595 – 82B
COURSE TITLE:	Applied Business Research
INSTRUCTOR:	Dr. Guclu Atinc
REQUIRED TEXTS:	Required: Zikmund et al. 2013. Business Research Methods. Cengage Publications. ISBN: 9781111826925. Optional: Please check the bookstore page for the updated information.

COURSE

DESCRIPTION: This course is designed to investigate the techniques of the research process as applied to business. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. Emphasis is given to using Microsoft Excel to organize and analysis data, communicating findings to senior managers in a concise written format, and presenting results verbally.

PREREQUISITE: Students are expected to take this class with energy and enthusiasm to learn.

COURSE OBJECTIVES:

Upon completion of this course, students will:

1. Students will demonstrate the ability to develop a research plan including a problem statement, hypotheses, related literature, and methodology. (COB 1 – Presentation)
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. (COB 2 – Assignments)
3. Students will demonstrate the ability to use appropriate secondary data to solve business problems worldwide.
4. Students will develop an appreciation for the importance of quantifying business decisions.
5. Students will have comprehensive statistical skills that are necessary for performing basic business analysis.

CLASS MEETING: Tuesdays 6:15 p.m. – 8:55 p.m.

CLASS LOCATION: DAL 2030

TEACHING METHOD: Lecture, case studies, discussions, assignments, projects

OFFICE & TELEPHONE NUMBER: BA 310, Phone: 903-886-5685, Cell: 318-245-2870 (cell phone to be used only in emergencies)

EMAIL ADDRESS: guclu.atinc@tamuc.edu

OFFICE HOURS: By appointment only due to Covid 19 Pandemic

ATTENDANCE POLICY: All students are expected to be active participants. Online students are expected to attend the live sessions. If that is not possible, they are required to watch the pre-recorded class lectures and live sessions.

MAKE-UP POLICY: Unless there is an officially documented reason for missing a quiz/assignment/presentation, no make-ups will be allowed.

TECHNOLOGY REQUIREMENTS

LMS: All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection 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, Starbucks, a TAMUC campus open computer lab, etc.

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. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@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 Statement

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 the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

COURSE COMMUNICATION: Students are required to check their e-mail at least once a day for class information. The primary mode of communication in this class will be e-mail messaging. You should also check the D2L platform for announcements, to access the course documents, post comments on the discussion board, and to check your grades. All the audio and video files will be uploaded to D2L.

ASSIGNMENTS: There will be 4 (four) individual assignments. The students are required to turn in assignments on time. Unless the instructor gives specific instructions about the format of the assignments, the students are required to turn in typed (Times New Roman with font size of 12, double spaced, 1-inch margins) documents. Details will be provided by the instructor.

GROUP PRESENTATION (REPORT): There will be one group project related to the topics covered. Details will be provided by the instructor.

QUIZZES: There will be 3 (three) quizzes. Quizzes will include multiple choice and/or essay type questions. If a quiz is missed without an excused reason, students will not be allowed to make up for it.

EVALUATION:

Participation	5 percent (peer evaluations impact participation)
Quizzes	30 percent
Assignments	40 percent
Report Presentation	25 percent (peer evaluations impact individual grade)
Total	100 percent

Course schedule is on the next page.

Week	Dates	
Week 9 (1)	10/24/22	10/30/22
Week 10 (2)	10/31/22	11/6/22
Week 11 (3)	11/7/22	11/13/22
Week 12 (4)	11/14/22	11/20/22
Week 13 (5)	11/21/22	11/27/22
Week 14 (6)	11/28/22	12/4/22
Week 15 (7)	12/5/22	12/11/22
Week 16 (8)	12/12/22	12/15/22

COURSE SCHEDULE

Week	Topic	Activities / Assignments
1	Identify and Define Research Problem	Assignment 1
2	Statistics and Analysis	Quiz 1
3	Statistics and Analysis	Assignment 2
4	Hypothesis Testing	Quiz 2
5	Primary Data	Assignment 3
6	Primary Data	Quiz 3
7	Secondary Data	Assignment 4
8	Presentation	Final Report Presentation

The above schedule is tentative and subject to change throughout the semester