



ECO 595

Applied Business Research

Spring 2024

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- The best way to contact me is by email. Please put the course number 'ECO 595' in the subject. Missing course number in the subject can seriously delay the response time.
- Please consult your syllabus and the course page in D2L 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.
- Class meets in person on the Dallas campus every Tuesday 6:15 PM.
 - **For ECO 595. 81B:** attendance in person on Tuesdays is mandatory.
 - **For ECO 595 02W, 03W:** attending in person on Tuesdays is welcomed; you are expected to join zoom regularly as long as time permits. If you cannot attend the live lecture, you should review the recordings within the week.
- Everyone is expected to check university email and D2L announcement on a daily basis to keep up with class. Continuously failing to keep up with the announcements and updates included in emails or lectures can be a sign of lack of class participation.
- Access to a regular PC with fully functional Excel and PowerPoint is required. Students using a Mac are responsible for finding compatible software packages to perform tasks that can be accomplished on a PC, including using Excel and recording voice-over presentations that can be played on a PC.
- **The use of ChatGPT/AI: students are allowed to use ChatGPT to facilitate learning. However, the use of ChatGPT for writing assignment is prohibited. Contents generated by ChatGPT CANNOT be used in any writing assignments.**

COURSE INFORMATION

Recommended Textbooks

Business research methods (BUS) by Zikmund, W., Babin, B., Carr, J., & Griffin, M., 9th edition ISBN 9781111826925. Textbook only; no access code needed.

Students using other version of the book, including the international version, are responsible for matching the materials on their own.

Statistics for Business and Economics (STAT) by James T. McClave, P. George Benson, Terry T Sincich, 12th edition ISBN 9780321826237. Textbook only.

Course Description

This course is designed to 1) investigate the techniques of the research process as applied to business, finance and economics; 2) provide an understanding on statistical concepts to include measurements of location and dispersion, probability, probability distributions, sampling, estimation, hypothesis testing, and regression analysis. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data using Excel. Particular emphasis is given to using Excel to organize and analysis data, communicating findings to senior managers in a concise written format, and presenting results verbally.

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 worldwide.
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) Academic Honesty Policy (1%): you must complete this assignment within the first week of the semester before any topic/company can be assigned or any assignment can be graded
- (b) Group Project: Business Research Proposal (25%).
- (c) Group Project: Data analysis (25%)
- (d) Final Exam on Statistics (25%)
- (e) Class participation (4%)

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 with the exception for Academic Honesty Policy submission. The name of all files (including the final) must have the following format: lastname_firstname_assignmentname 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 assignment folder. If you have difficulty accessing D2L temporarily, you can email me your assignment as a proof of on-time submission. However, you still need to upload it to the assignment folder as soon the issue is resolved to receive credit. 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. Business Research Proposal

You will pick a research topic of your own and write an abbreviated version of a research proposal. More details are provided in proposal guideline.

B. Data analysis project (group work)

You will be assigned by your professor a specific company with actual data from the Bloomberg database. The project will be submitted as voice-over ppt presentations.

Each student will choose partners (group of three) for Data analysis project, and indicate his or her preference on D2L (Communication Tools->Group). Students failing to do so will be required to work individually.

The permission to work individually is to allow those who have inflexible schedules or who prefer to work individually to be able to do so. Assignments will be graded with the same requirements and standards regardless of the group/individual choice.

C. Class participation

Face-to-face (01E): Attending classes regularly is expected.

Online (01W-03W): Student should make effort to attend the live lecture if possible or listen to the recording within the same week the recordings are posted.

Face-to-face and online: Students are required keep up with class materials and announcement made during live lectures and 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).

Additional notes:

- At the discretion of the instructor, students may be required to work with the writing center to have their writing assignments proofread before submission.
- All students are required to watch the videos on giving effective presentations before preparing the voice-over presentations.

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

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>

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.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

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>

Interaction with Instructor Statement

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific 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.

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/>

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.

Tentative Schedule

Week	Text
Week 1	Introduction to Business Research and Overview
Week 2	Foundation of Business Research
Week 3	Survey Research
Week 4	Questionnaire and Sample Design
Week 5	Research Proposal
Week 6	Communication I
Week 7	Communication II
Week 8	Review of Basic Statistics
Week 9	Confidence Interval
Week 10	Hypothesis Test
Week 11	Simple Linear Regression
Week 12	Multiple Linear Regression
Week 13	Data Analysis Presentation
Week 14	Review
Week 15	Final Exam

Note: 1. Class meets on Tuesdays 6:15-8:55 on the Dallas campus.
2. All assignments are due on Monday 8 PM of the following week.