



COLLEGE OF BUSINESS

Spring 2024

COURSE NUMBER:	MGT 595 – 01W
COURSE TITLE:	Management Research Methods
INSTRUCTOR:	Dr. Saurabh Srivastava
Live Session:	Monday 6:00 pm – 8:00 pm.
OFFICE & TELEPHONE NUMBER:	BA 305, Phone: 903-886-5685,
EMAIL ADDRESS:	Saurabh.srivastava@tamuc.edu
OFFICE HOURS:	Tuesday 11:00 am – 2:00 pm
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 collecting, analyzing, recording, and interpreting data. Emphasis is given to using Microsoft Excel to organize and analyze 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.

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/>

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 email at least once a day for class information. The primary mode of communication in this class will be email 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 3 (three) 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.

PROJECT (Report/Presentation): There will be one project related to the topics covered. Details will be provided by the instructor.

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

FINAL EXAM: The final exam has two portions. Multiple Choice and Essay

EVALUATION:

LinkedIn Learning Modules (4)	10 percent (2.5% each)
Tests (3)	15 percent (5% each)
Assignments (3)	30 percent (10% each)
Project	20 percent
Presentation	10 percent
Final Exam	15 percent (10% MCQ + 10% Essay)
Total	100 percent

COURSE SCHEDULE

The above schedule is tentative. I do not intend to change it. However, unforeseen events may require some adjustments.

	Week	Topic and Assignment	Assignments
1.	Week 1 Jan 10 – Jan 14	Introduction, Chapters 1 & 3	
2.	Week 2 Jan 15 – Sep 21	Chapters 4 & 6	LinkedIn Module
3.	Week 3 Jan 22 – Jan 28	Chapters 7 & 8	Assignment 1 (<i>Case: Identify business problems, Craft research questions, identify factors/variables, Craft hypothesis</i>)
4.	Week 4 Jan 29 – Feb 04	Chapters 9 & 10	LinkedIn Module
5.	Week 5 Feb 05 – Feb 11	Test 1	Test 1 (<i>MCQ + Secondary data collection Exercise</i>)
6.	Week 6 Feb 12 – Feb 18	Chapters 13 & 15	
7.	Week 7 Feb 19 – Feb 25	Chapters 16 & 17	Assignment 2 (<i>Questionnaire design and survey development</i>)
8.	Week 8 Feb 26 – Mar 03	Chapters 20 & 21	LinkedIn Module
9.	Week 9 Mar 04 – Mar 10	Test 2	Test 2 (<i>MCQ + Essay</i>)
10.	Week 10 Mar 11 – Mar 17	SPRING BREAK	
11.	Week 11 Mar 18 – Mar 24	Chapter 22 & 23	Assignment 3 (<i>Qualtrics Data Collection</i>)
12.	Week 12 Mar 25 – Mar 31	Chapter 24	LinkedIn Module
13.	Week 13 Apr 01 – Apr 07	Test 3	Test 3 (<i>MCQ + Data analysis based on Case</i>)
14.	Week 14 Apr 08 – Apr 14	Communication	
15.	Week 15 Apr 15 – Apr 21	Communication	
16.	Week 16 Apr 22 – Apr 28		
17.	Week 17 Apr 29 – May 05	Project Submission/Presentation	Project Submission/ Presentation
18.	Week 18 May 06 – May 10	Final Exam (Comprehensive)	Final Exam (Comprehensive)