



# **ECO 595 Applied Business Research**

**Summer 2024 I**

July 8-Aug 8

**Instructor: Dr. Lirong Liu**

**Office Phone: 903-886-5684**

**Office Hours: by appointment**

**Email: [Lirong.Liu@tamuc.edu](mailto:Lirong.Liu@tamuc.edu)**

- 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.
- We meet on zoom every Tuesday 6:30 PM. You are expected to join zoom regularly as long as time permits. If you cannot attend the live lecture, you are required review the recordings within the week. Continuously failing to keep up with the announcements and updates included in emails or lectures can be a sign of lack of class participation.
- You are expected to check university email and D2L announcement on a daily basis to keep up with class.
- Access to a regular PC with fully functional Excel and PowerPoint is required. Students using a Mac is responsible for finding compatible software packages that can perform tasks that can be accomplished using Excel on a PC and can record voice-over presentations that can be played on a PC.
- 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 lectures or via email.

## **COURSE INFORMATION**

### **Recommended Textbook**

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

**Business research methods** (BUS) by Zikmund, W., Babin, B., Carr, J., & Griffin, M., 9<sup>th</sup> 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.*

### **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.

### **COB STUDENT LEARNING OBJECTIVES:**

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

| Student Learning Outcomes (SLOs) | Objectives - After successfully completing this course, students will:                                                                                                                                                                                                                                                                                                                                       | Objectives will be measured as follows:  |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 1, 2                             | <ul style="list-style-type: none"> <li>• Be able to develop a research plan including a problem statement, hypotheses, related literature, and methodology;</li> <li>• Be able to write concise digests of the key insights from research findings in a manner that senior managers will be able to use;</li> <li>• Develop an appreciation for the importance of quantifying business decisions.</li> </ul> | Research proposal paper and presentation |
| 4, 5                             | <ul style="list-style-type: none"> <li>• Be able to demonstrate the ability to use appropriate secondary data to solve business problems worldwide;</li> <li>• have comprehensive statistical skills that are necessary for performing basic business analysis</li> </ul>                                                                                                                                    | Exams                                    |

## 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 any assignment can be graded
- (b) Homework (30%)
- (c) Midterm Exam on statistics (35%)
- (d) Business Research Proposal (30%)
- (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. Extensions are at the discretion of the instructor and will be given only with valid documents. Extensions may include a late penalty. Documents submitted after the grades 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. Email or any other formats of submissions will NOT be graded.**

For writing assignments, 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 (group work)**

You will pick a research topic of your own and record a voice-over presentation of an abbreviated version of a research proposal. More details are provided in proposal guideline.

Each student will choose partners (up to three group members in each group) for this assignment, and indicate his or her preference on D2L (Communication Tools->Group) by the deadline shown in the course schedule on the last page. Students failed to do so will be required to work individually.

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.

### **B. Homework Assignments**

Homework on statistics will be assigned and graded upon completion. This is individual work and each student is required to submit his or her own work.

### **C. Class participation**

Student should make effort to attend the live lecture if possible or listen to the recording within the same week the recordings are posted.

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](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](mailto: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](mailto: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                                                        | Details                               |
|---------------------|-------------------------------------------------------------|---------------------------------------|
| Week 1 (7/8-7/14)   | Syllabus; STAT Chapters 2, 4, 7                             | Academic Honesty Policy<br>Homework 1 |
| Week 2 (7/15-7/21)  | STAT Chapters 11, 12                                        | Homework 2                            |
| Week 3 (7/22-7/28)  | BUS Chapters 1, 4, 6, 9                                     | Group information                     |
| <b>Midterm Exam</b> | <b>Available July 27-29, due Monday July 29, 8 PM.</b>      |                                       |
| Week 4 (7/29-8/4)   | BUS Chapters 10, 15, 16                                     |                                       |
| Week 5 (8/5-8/8)    | Research Proposal Presentation, due Wednesday, Aug 7, 8 PM. |                                       |

Note: 1. We will have live lectures every Tuesday at 6:30 PM.

2. All homework assignments are due on Monday 8 PM of the following week unless noted otherwise.