ECO/MGT 595 Applied Business Research Spring 2025

INSTRUCTOR INFORMATION

Instructor: Dr. Lirong Liu
Meeting time:

- **ECO 595.81B (face to face)**: Class meets in person on the Dallas campus every Monday at 6:20 PM. Attendance is mandatory.
- **ECO 595.01W and MGT 595.01W (online)**: Class meets over Zoom every other Monday at 5 PM. You are expected to join Zoom sessions regularly whenever possible. Reviewing the recordings of the zoom sessions within the week is required if you cannot attend the live lecture.

Office Location: BA 319
Office Hours: T 10-11, 12:30-2 (Commerce); M 5:50-6:20 (Dallas); TH 9-11 (Virtual)
Email: lirong.liu@etamu.edu *(Please include the course number "ECO 595" in the subject line. Failure to do so may result in significant delays in response time.)*

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 investigates the techniques of the business research process as applied to business, finance, and economics. It emphasizes statistical concepts and applications with the integration of Microsoft Excel and Artificial Intelligence (AI) tools to support business and economic decision-making. Students will gain hands-on experience defining problems, designing research projects, and analyzing data.

Course Objectives

1. Develop a research plan including a problem statement, literature review, and methodology using both traditional analytical tools and AI applications.
2. Utilize Excel to analyze data and generate insights relevant to business contexts.
3. Students will demonstrate the ability to use appropriate secondary data to solve business problems.
4. Present research to stakeholders effectively using visual presentations with real-world applications.

COURSE REQUIREMENTS

1. Class meets online every other Monday at 6 PM. Student should make effort to attend the live lecture if possible or listen to the recording within the same week the recordings are posted.
2. Each student is expected to use his/her **university** e-mail (e.g. rt42@etamu.edu) frequently for course communication. E-mails **from personal** e-mail addresses (e.g. goldlion@yahoo.com) will not be replied. This is to ensure privacy. Each student is expected to check university email and D2L announcement frequently.
3. Prior to sending an email, please check the course syllabus and the D2L course page to see if your question or concern is already addressed. Allow up to 24 hours during weekdays and up to 48 hours on weekends for a reply. If you do not receive a response within that time frame, feel free to follow up.

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)   Homework (25%)
   (c)   Midterm Exam (35%)
   (d)   Group Project: Business Research Proposal (35%).
   (e)   Class participation (4%)

Late assignments will accrue a penalty of 10 points per day the assignment is late. An assignment is considered one day late if it is submitted past the identified due date/time. It is considered two days late if it is submitted any more than 24 hours past the identified due date/time, and so forth. This includes weekends! Once an assignment is more than 10 days late, it will become a zero and will not be accepted for credit.

If a student wants an extension for an assignment, this must be received no less than 48 hours **before** the assigned due date/time. Extensions are not guaranteed, and are at the discretion of the instructor. Extensions may include a late penalty.

All assignment must be formally submitted to the assignment folder. Email or any other formats of submissions do not count and will not be graded.

The name of all files submitted must have the following format: lastname_firstname_assignmentname for individual submissions and lastname1_lastname2_lastname3_lastname4 for group submissions. Failure to do so will result in penalty in grading.

Group projects
Each student will choose partners (group of four) for the research proposal project, and indicate his or her preference on D2L (Communication Tools->Group) by April 6. Students failing to do so will be randomly put in a group or required to work individually.

Class participation
Students should make effort to attend the live lecture if possible or listen to the recording within the same week the recordings are posted. Continuously failing to keep up with the announcements and updates included in emails or live lectures can be a sign of lack of class participation.

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**	

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Tentative Schedule

Week	Text	Assignments
Week 1 (1/29-2/1)	Course syllabus	Academic Honesty Policy
Week 2 (2/2-8)	**Review of Basic Statistics STAT Chapters 2, 4**	**Homework 1**
Week 3 (2/9-15)	Confidence Interval STAT Chapters 5, 6	Homework 2
Week 4 (2/16-22)	**Hypothesis Test STAT Chapter 7**	**Homework 3**
Week 5 (2/23-3/1)	Simple Linear Regression STAT Chapter 11	Homework 4
Week 6 (3/2-3/8)	**Multiple Linear Regression STAT Chapter 12**	**Homework 5**
Spring Break (3/9-15)	No Class	
Week 7 (3/16-22)	Excel	
Week 8 (3/23-3/29)	**Midterm Exam**	
Week 9 (3/30-4/5)	BUS Chapters 1, 4	Group Information
Week 10 (4/6-12)	**BUS Chapters 6, 8**	
Week 11 (4/13-19)	BUS Chapter 9, 10	
Week 12 (4/20-26)	**BUS Chapter 15, 16**	
Week 13 (4/27-5/3)	Research Proposal	

Note: 1. Class meets every other Monday (highlighted in bold) at 5 PM.
2. All assignments are due on Monday 8 PM of the following week.

The *syllabus/schedule are subject to change.*

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

Zoom Video Conferencing Tool
https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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/student_guidebook/Student_Guidebook.pdf

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 Procedures 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
Undergraduate Student Academic Dishonesty Form

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf

Graduate Student Academic Dishonesty Form

http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.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
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu
Website: Student Disability Services

https://www.tamuc.edu/student-disability-services/

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 <u>Carrying Concealed Handguns On Campus</u> 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**

AI use policy [Draft 2, May 25, 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.
Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).
Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors 'guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.
In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.
13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

AI Policy for ECO 595: Applied Business Research

Empowering Responsible and Ethical Use of AI
As your professor, I encourage the use of AI tools, such as ChatGPT, to enhance your learning experience, productivity, and career success. AI can be a powerful resource for generating ideas, conducting research, and improving your analytical skills. However, it is crucial to use these tools responsibly and ethically to maintain the integrity of your work and uphold academic standards.

Acceptable Use of AI:
1. **Research and Idea Generation:** Use AI to help brainstorm topics, generate ideas, and gather preliminary information.

2. **Data Analysis Assistance:** Employ AI tools for assistance with data analysis, such as creating graphs and visualizations in Excel.

3. **Improving Writing:** Use AI for proofreading to enhance the clarity, grammar, and structure of your writing.

4. **Learning and Skill Development:** Engage with AI to improve your understanding of course material and develop relevant skills, such as prompt engineering and metrics development.

Unacceptable Use of AI:
1. **Plagiarism:** Submitting AI-generated content as your own without proper attribution is strictly prohibited. All work must be original and reflect your own understanding and effort.

2. **Cheating:** Using AI to complete assignments, quizzes, or exams, undermining the learning process, is not allowed.

3. **Fabrication of Data:** Generating or altering data using AI tools to misrepresent research findings or results is unacceptable.

4. **Misrepresentation:** Presenting AI-generated content or ideas your own is prohibited.

Guidelines for Responsible Use:

1. **Cite AI Sources:** If you use AI tools to gather information or generate content, provide appropriate citations and acknowledge the use of these tools in your work.

2. **Maintain Academic Integrity:** Ensure that your submissions reflect your own understanding, analysis, and synthesis of the material. Use AI as a supplement, not a substitute, for your learning and effort.

3. **Transparency:** Be honest about the extent to which AI has assisted you in your work. When in doubt, consult with the instructor on how to appropriately integrate AI into your assignments.

4. **Learn and Grow:** Use AI as a learning tool to enhance your knowledge and skills. Strive to understand and internalize the concepts rather than relying solely on AI outputs.

Consequences of Misuse: Violations of this AI policy will be treated as academic misconduct and will be subject to the university's academic integrity procedures. Penalties may include failing the assignment, failing the course, or further disciplinary action as outlined in the university's academic integrity policy.

By adhering to these guidelines, you can effectively harness the power of AI to support your educational journey while maintaining the highest standards of academic integrity and professionalism.