

# COLLEGE OF BUSINESS

**Fall-2, 2026**

**COURSE NUMBER:** COB 595 – 01W  
**COURSE TITLE:** Research Methods  
**INSTRUCTOR:** Dr. Saurabh Srivastava  
**OFFICE:** Main Campus: BA 212  
**TELEPHONE NUMBER:** Phone: 903-886-5685  
**EMAIL ADDRESS:** Saurabh.srivastava@etamu.edu

**OFFICE HOURS:** In Person: Tuesday, 10:30 am – 11:30 pm  
Zoom: Tuesday, 11:30 am – 12:30 pm

**REQUIRED TEXTS:** Required: Zikmund et al. 2013. Business Research Methods, 9E. Cengage Publications. ISBN-13: 9781285202068  
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 placed on utilizing 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.

**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 the 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)

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](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all coursework in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include having a backup PC available at home or work, temporarily using a computer at a friend's home, the local library, office service companies, Starbucks, or a TAMUC campus open computer lab.

## **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.

### ***EAST Texas A&M Supports Students' Mental Health***

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connections 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](http://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 group project related to the topics covered. Details will be provided by the instructor.

**TESTS:** There will be 2 (two) 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 it up.

**FINAL EXAM:** The final exam is Multiple Choice.

### **EVALUATION:**

|                 |                       |
|-----------------|-----------------------|
| Tests (2)       | 20 percent (10% each) |
| Assignments (3) | 30 percent (10% each) |
| Project         | 20 percent            |
| Presentation    | 10 percent            |
| Final Exam      | 20 percent            |
| Total           | 100 percent           |

### ***COURSE SCHEDULE***

**The 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<br>Oct 19 – Oct 25 | Introduction, Chapters 1 & 3<br><br>Chapters 4 & 6 | Assignment 1 ( <i>Case: Identify business problems, Craft research questions, identify factors/variables, Craft hypothesis</i> ) |
| 2.   | WEEK 2<br>Oct 25 – Nov 1  | Chapters 7 & 8<br><br>Chapters 9 & 10              |                                                                                                                                  |
| 3.   | WEEK 3<br>Nov 2 – Nov 8   | Chapters 13 & 15<br><b>Test 1</b>                  | Test 1 (MCQ)<br>Assignment 2 ( <i>Secondary data collection Exercise</i> )                                                       |
| 4.   | WEEK 4<br>Nov 9 - Nov 15  | Chapters 16 & 17<br><br>Chapters 20                |                                                                                                                                  |
| 5.   | WEEK 5<br>Nov 16 – Nov 22 | Chapter 21<br><br>Chapters 22<br><b>Test 2</b>     | Test 2 (MCQ)<br>Assignment 3 (Research Proposal)                                                                                 |
| 6.   | WEEK 6<br>Nov 23 – Nov 29 | Chapters 23, Chapter 24                            |                                                                                                                                  |
| 7.   | WEEK 7<br>Nov 30 – Dec 6  |                                                    | Group Project/Presentation Submission                                                                                            |
| 8.   | WEEK 8<br>Dec 7 – Dec 11  | <b>Final Exam (Comprehensive)</b>                  | <b>Final Exam (Comprehensive)</b>                                                                                                |