

**BA 595 APPLIED BUSINESS RESEARCH  
ONLINE COURSE SYLLABUS  
Fall 2012**

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**Office Hours:** By appointment as needed

**Welcome to Web-Based BA 595!**

*The best way to contact me is by email. This is an online course; therefore, **expect most communication to be online** as well. Please **ONLY** send emails to [janet.walker@tamuc.edu](mailto:janet.walker@tamuc.edu). All emails must include BA 595 and your section in the subject line. I will respond to emails within a 48 hour time period (not including weekends).*

**COURSE DESCRIPTION:** A course to investigate the techniques of the research process as applied to business and economics. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. Also, an analysis of pertinent research literature in business and economics is conducted.

**COURSE PREREQUISITE(S):** No graduate prerequisites. This should be one of the first courses taken in the MBA program.

**COURSE OBJECTIVES:**

- Students will demonstrate the ability to use appropriate secondary data to solve business problems.
- Students will develop a research plan including a problem statement, hypotheses, related literature, and methodology.
- Students will understand the scientific method of research and be able to differentiate between descriptive, historical, correlational, and experimental research methods.

**REQUIRED ACTIVITIES TO ACCOMPLISH COURSE OBJECTIVES:**

1. Students will demonstrate the ability to use appropriate secondary data to solve business problems by successfully completing chapter quizzes and discussion, an annotated bibliography (paper 2), and literature review (paper 3) on a current business or economic problem.
2. Students will develop a research plan that includes a problem statement, hypotheses, related literature, and methodology by successfully completing a research proposal to solve a business problem (paper 4). The proposal will include: the background of the problem, the problem statement, the purpose of the study, the study's hypothesis(es), a review of the literature pertaining to the problem, and the methodology to be employed in the study.
3. Students will illustrate their understanding of the scientific method of research and their ability to differentiate between descriptive, historical, correlational, and experimental research methods by successfully completing all chapter quizzes and discussions, an annotated bibliography (paper 2), literature review (paper 3) on a current business problem, and a research proposal to solve a business problem (paper 4).

**TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:**

*Business Research Methods.* Zikmund, Babin, Carr, & Griffin, 9<sup>th</sup> edition, 2013.  
ISBN-10: 1111826927 or ISBN-13: 9781111826925

*Pocket Guide to APA Style.* Perrin, 4<sup>th</sup> edition, 2012.  
ISBN-10: 0495912638 or ISBN-13: 9780495912637

Optional:  
*Publication Manual of the American Psychological Association*, 6<sup>th</sup> edition, 2009.  
ISBN-10: 143380561 or ISBN-13: 978-1433805615

## GRADING POLICY OF ACTIVITIES AND COURSE:

Knowledge of the substantive material covered in the course is of central importance. Grades in BA595 are based upon a student's work in key areas, which reflect the course objectives and the core communication skills that students are expected to learn. Each of these key areas represents a fixed percentage of the course's content. Since this is a graduate level course, grading will include consideration of content as well as grammar, spelling, style, and organization.

Topic/Chapter Discussions	
Reflections posts	15%
Comments to other students	15%
Topic/Chapter Quizzes	15%
BREP Research Participation	5%
Paper 1: Idea for Research Topic	5%
Paper 2: Annotated Bibliography	10%
Paper 3: Literature Review	15%
Paper 4: Research Proposal	20%
Total	<hr/> 100%

Percentages for course grade level are as follows:

A = 90-100 %	D = 60-69 %
B = 80-89 %	F = 00-59 %
C = 70-79 %	

***Extra credit work will NOT be assigned so please do not ask.***

### Activities Required for Successful Completion of BA595

**Academic Honesty:** All students are required to submit an agreement to follow the principles of the highest level of ethical and professional behavior. For more information, please refer to the professional conduct section of this document and inside the class.

**Bibliographic Info.:** Post a brief biography about yourself by sharing with the class a little bit about: Who are you? Where are you from? What is your major? What are your interests and/or hobbies? Why are you taking the course? What do you hope to get out of this course? What is your current career goal?

**Discussion:** The chapter discussion threads are an important part of students' learning. Failure to post will have negative impact on students' participation grades. Students should plan to participate throughout the semester. **It is the responsibility of each student to keep up with the scheduled readings and discussions.** Once the discussion boards have been closed, they *will not* be re-opened. Please refer to the tentative schedule for due dates.

**REFLECTIONS POST:** The intent of the topic discussion is for you to post your critical comments, assessments, insights, or questions on the readings for the week. You may choose to comment on one of the readings, a chapter, article, or several. We all will have read the content so you should not restate the content.

**COMMENT TO OTHERS:** For every week a discussion is assigned within the course, each learner must post replies to a minimum of two different original reflections posts created by other learners. The idea is that asynchronous discussion will develop among all of us.

Discussion for each week should be posted by the specified due date(s) provided in the Schedule of Activities. Please do not attach a document to your posts. Simply write within the text field of the message. Entries should be no longer than the equivalent of one page in length.

**Quizzes:** There will be weekly quizzes given to assess your understanding of course material and assigned readings. See the schedule of activities for approximate due dates. **Please note: Extensions or Make-ups will NOT be given. If a student misses the deadline for a quiz, the student will earn a grade of zero.**

**BREP Research Participation:** A goal of this class is to help you familiarize yourself with research methods. One manner to obtain this goal is to have you participate in research studies. Participating in research studies contributes to students and faculty at TAMUC, your understanding of how research is conducted, and human knowledge in general. All students in this class are required to participate in the Business Research Experience Program (BREP) or complete an alternative BREP assignment. More details about the BREP and alternative assignment are provided within the class.

**Paper 1 Research Topic:** Submit an idea for a research study based on a business/economic problem. Write the title of the study. Explain your overarching aim for the study. What is the problem? Why are you passionate about it? What is the significance of it? Draft at least two research questions. Consider vague definitions. This paper must follow APA format (6<sup>th</sup> edition). More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.

**Paper 2 Annotated Bibliography:** Prepare and submit an annotated bibliography of ten (10) articles from academic, peer-reviewed and/or scholarly journals. These articles should be related to your idea for a research study (e.g., Paper 1). The annotated bibliography will serve as a resource for developing and writing your literature review and research proposal. This paper should be formatted according to the 6<sup>th</sup> edition of the APA publication manual (examples of reference formats are also available at <http://www.apastyle.org/>). More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.

**Paper 3: Literature Review:** Prepare and submit a relevant literature review to allow your reader some insight into the background of your topic (e.g., Papers 1 & 2). This paper must follow APA format (6<sup>th</sup> edition) and be approximately 4 pages double-spaced. The reference list is not counted in the page limit. You need to have at least 4 references in your paper from peer-reviewed journals. More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.

**Paper 4: Research Proposal:** Prepare and submit a prospectus indicating the background of the problem, the problem statement, the purpose of the study, the study's hypothesis(es), a review of the literature (this should be your revised and improved version of Paper 3) and the methodology to be employed in your proposed study. You will develop a questionnaire to be used to solve your problem. In a Prospectus, you will devise a research plan that will explain your ideas in a structured format for your analysis – You will do everything except collect the data. This paper must follow APA format (6<sup>th</sup> edition). More details about this assignment are provided within the class. Please refer to the schedule of activities for the approximate due date.

#### **SPECIAL NOTES ABOUT ACTIVITIES AND GRADES:**

- Successful completion of an activity is indicated by the student earning a grade of 70% or above for the activity.
- Papers submitted after the scheduled due date will result in a grade of 0. Failing to upload a paper correctly and to the assigned dropbox may cause “lateness” of a paper’s submission.
- Chapter quiz and discussion activities submitted after the due date will not be accepted and will result in a grade of 0. Students are advised to pay close attention to the due dates.
- *ALL* papers will be prepared in accordance with APA Publication Manual and submitted to turnitin.com through the assigned dropbox as an MS Word document (e.g., \*.DOC, \*. DOCX). Papers submitted in any other format (i.e., \*.PDF, \*.WPS, \*.ODT, etc.) **WILL NOT BE ACCEPTED** and will result in the student earning a grade of 0 until the paper is submitted as an MS Word document.
- *ALL* papers submitted to the Dropbox will automatically be submitted to **Turnitin.com** which will produce an originality report for review. Originality results more than 25% will not be accepted as original work.
- Any student caught plagiarizing will automatically receive an “F” in the course and will be referred to the Dean of Student Services for possible removal from the program and university.

### Students with Disabilities:

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 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

Students are held individually responsible for the information contained in the University catalog. Failure to read and comply with University regulations will not exempt students from whatever penalties they may incur.

- “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.”
- Students enrolled in on-line courses have the same rights and responsibilities as students in live-taught courses.
- Refer to Student’s Guide Book located at: [www.tamu-commerce.edu/studentlife/guidebook.htm](http://www.tamu-commerce.edu/studentlife/guidebook.htm)

**PROFESSIONAL CONDUCT:** The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Please note: It is the student’s responsibility to ask the instructor for additional information if the student does not understand the assignments required in this course. In addition, sending emails to other students complaining or inquiring about grades is not appropriate behavior. Understand that this factor is highly subjective and can reduce your overall course grade. In extreme cases, the instructor reserves the right to drop students from the class.

All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Guide Handbook, Rules and Procedures, Code of Student Conduct at <http://www.tamu-commerce.edu/studentlife/guidebook67.pdf>

**ACADEMIC INTEGRITY:** Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citation, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

In this course the need for collaboration is undeniable if you are to excel, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you *must* do your own work. My personal policy, which will guide this course, is this: I trust you to behave honestly and ethically in all circumstances. Please ask me if you have questions about what is proper and what is not.

**ALL WORK SUBMITTED TO THIS PROFESSOR WILL BE VERIFIED BY TURNITIN.COM.** Unless otherwise indicated, all papers submitted to the Dropbox will automatically be submitted to Turnitin.com. Any paper that does not yield an originality report will not be accepted by the instructor and will earn a grade of 0. Any paper that produces an originality report with percent results of more than 25% will automatically earn a grade of 0. Students should be able to view the originality report for each paper within 24 hours of submission.

**All students are required to read, sign and return the academic honesty policy for the College of Business and Entrepreneurship.**

## Schedule of Activities

**Please Note:** The instructor reserves the right to change this schedule as circumstances may dictate. All changes to this schedule will be announced on the course homepage.

Date	Topics and Assigned Readings	Activities Due
<b>COURSE INTRODUCTION</b>		
Week 1 8/27	Course syllabus Academic Honesty Policy Schedule of activities  <a href="#">8/30 Class Live @ 6:30 PM – Syllabus</a>	Due 9/2 by 11:59 PM <ul style="list-style-type: none"> <li>• Submit Signed Academic Honesty</li> <li>• Post Bibliographic Info.</li> </ul>
<b>MODULE 1: INTRODUCTION TO BUSINESS RESEARCH METHODS</b>		
Week 2 9/3	Ch 1: The Role of Business Research Ch 3: Theory Building	Due 9/9 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
	<b>PAPER 1: Research Topic</b>	Due 9/9 by 11:59 PM
Week 3 9/10	Ch 5: The Human Side of Business Research: Organizational and Ethical Issues  <a href="#">9/10 Class Live @ 6:30 PM with Sarah Northam</a>	Due 9/16 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
<b>MODULE 2: THE RESEARCH PROCESS</b>		
Week 4 9/17	Ch 4: The Business Research Process: An Overview Ch 6: Problem Definition: The Foundation of Business Research	Due 9/23 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week 5 9/24	Ch 7: Qualitative Research Tools Ch 8: Secondary Data Research in a Digital Age	Due 9/30 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week 6 10/1	<b>PAPER 2: Annotated Bibliography</b>	Due 10/7 by 11:59 PM

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<b>MODULE 3: COLLECTING PRIMARY DATA</b>		
Week 7 10/8	Ch 9: Survey Research: An Overview Ch 10: Survey Research: Communicating with Respondents	Due 10/14 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week 8 10/15	Ch 11: Observation Methods Ch 12: Experimental Research	Due 10/21 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week 9 10/22	<b>PAPER 3: Literature Review</b>	Due 10/28 by 11:59 PM
<b>MODULE4: MEASUREMENT CONCEPTS &amp; SAMPLING</b>		
Week10 10/29	Ch 13: Measurement and Scaling Concepts Ch 14: Attitude Measurement	Due 11/4 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week11 11/5	Ch 15: Questionnaire Design	Due 11/11 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week12 11/12	<b>Work on questionnaire. Revise the problem statement, the purpose of the study, and the study's research questions and hypothesis(es). Work on Paper 4.</b>	
Week13 11/19	Ch 16: Sampling Designs and Sampling Procedures	Due 11/25 by 11:59 PM <ul style="list-style-type: none"> <li>• Post initial response to each topic/chapter</li> <li>• Reply to at least two initial responses for each topic/chapter</li> <li>• Complete quiz for each topic/chapter</li> </ul>
Week14 11/26	<b>Paper 4: Research Proposal</b>	Due 12/2 by 11:59 PM
Week15 12/3	Conclusion of Course	Due 12/9 by 11:59 PM <ul style="list-style-type: none"> <li>• Post summary comments</li> </ul>
	<b>BREP Research Participation or ALT BREP assignment must be completed by 12/9</b>	
Week16 12/10	Course Wrap-Up	