

# GBUS 5301 BUSINESS RESEARCH AND REPORTING

---

SPRING 2016 SESSION

ONLINE USING THE BLACKBOARD 9.0 COURSE MANAGEMENT SOFTWARE

Randal Stitts, CPA, PH.D

e-mail: [rhstitts@sulross.edu](mailto:rhstitts@sulross.edu)

## **AVAILABILITY HOURS:**

VIA CHAT OR EMAIL, Mondays 9AM-6PM

Uvalde, Del Rio, or Castroville

BY EMAIL GENERALLY OR BY APPOINTMENT, ANYTIME

Uvalde Office # A113

## **REQUIRED TEXT:**

Hair, Celsi, et.al., *Essentials of Marketing Research*, 3<sup>rd</sup> ed., McGraw Hill Irwin, 2013, paperback. ISBN 978-0-07-802881-6

**Recommended:** American Psychological Association – *Publication Manual of the American Psychological Association*, 6<sup>th</sup> Edition, ISBN # 9781433805615. Various summaries and online editions of the “APA Manual” are available through the library.

## **COPYRIGHT NOTICE:**

My lectures and course materials, including power point presentations, tests, outlines, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials I create. You may take notes and make copies of course materials for your own use. You may not and may not allow others to reproduce or distribute lecture notes and course materials publicly whether or not a fee is charged without my express written consent. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web site, I will ask for your written permission. ©

**GRADING:** Grades will be determined as follows:

Exam I	100 points
Exam II	100 points
Research papers	200 points
Quizzes and/or Assignments	50 points
Total	450 points

90% or above of total points is an A, 80% is a B, 70% is a C, etc. For each assignment, I will assign a grade such as 85 or 95 but with written papers, these grades must necessarily be somewhat subjective and certainly not as precise as a traditional multiple choice test.

One of the major objectives of the course is to increase your understanding of “secondary” research and to present a formalized approach to writing and documentation of that research. The recommended text will serve as our “style” manual. Although there are other documentation styles, such as the MLA handbook, the APA manual is widely used and it will serve as our **mandatory** format. In business, you will find a variety of other mandatory documentation systems. Sometime in your career, you will have to produce reports and/or research using a proscribed format. Strict adherence to that format will be essential. As a result, **I will require very careful compliance with the format and style outlined in the APA manual.**

**EXAMS:** the exams will be online multiple choice exams covering the assigned readings in the text. Exam II is not comprehensive, however it will be given during the normal time for final exams.

**SHORT QUIZZES, OTHER:** I will post a few short quizzes covering some of the chapter readings. These will be relatively easy and should give us practice at taking on line exams. I *may* have other discussions or non-research assignments. Check the site frequently for updates.

**RESEARCH PAPERS:** I anticipate assigning 4 short research/writing assignments. I may, however, make a few changes in the course as we progress. In that sense, this syllabus is an outline, not a contract. **YOU ARE NOT TO WORK WITH OTHER STUDENTS ON ANY EXAM OR GRADED ASSIGNMENT.** Read my post titled Academic Honesty and note that the APA Manual has a section on ethics and Plagiarism (see page 15). We will use the APA format on all of these assignments unless I suggest specific modifications.

**OFFICIAL COMMUNICATION** by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it frequently for personal communication. I encourage you to email me if you have questions or comments, but **please indicate your full name and the course number in the body of your email.**

**TECHNOLOGY HELP:** Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the “My SRSU” tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

**BLACKBOARD HELP:** **Ms. Estella Vega** **432-837-8356**  
email: [estellav@sulross.edu](mailto:estellav@sulross.edu)

In addition you may visit with one of our on-campus technology resource personnel as follows:

Uvalde: Mr. George Hernandez phone: 830-279-3045  
Email: [gbernandez@sulross.edu](mailto:gbernandez@sulross.edu)

Del Rio: Staff, unknown phone: 830-703-4818

Eagle Pass: Mr. Juan Garza phone: 830-758-5010  
Email: jgarza8@sulross.edu

I encourage you to email me if you have questions about any aspect of the course. Good luck and I look forward to “hearing” from you.

*ADA Statement: Sul Ross State University Rio Grande College is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact the Student Support Specialist on their campus.*

*Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students’ identities and to protect students’ information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.*

#### COURSE OBJECTIVES:

1. Demonstrate proficiency using online library research database systems  
*Assessment: written assignments and research papers*
2. Understand the differences between secondary and primary research.  
*Assessment: written assignments and research papers*
3. Understand the basic concepts and approaches to evaluating relative authority and sources of written and online information.  
*Assessment: written assignments and research papers*
4. Demonstrate proficiency utilizing a proscribed format for writing and documenting research.

*Assessment: written assignments and research papers*

5. Understand the basic concepts of grammar and effective writing style.

*Assessment: written assignments and research papers*

#### PROGRAM LEARNING OUTCOMES:

1. Students will demonstrate effective communication by preparing written business plan, case study and term paper on management communication.
2. Students will demonstrate an understanding of legal and ethical issues within context of a professional business environment.
3. Students will demonstrate an understanding of the key functions of business including accounting, economics, finance, management, and marketing.
4. Students will demonstrate how the integration of information technologies supports and enhances business initiatives and operations.
5. Students will demonstrate their understanding of how cultural, political, and economic differences shape the business environment in which a multinational company