

GBUS5301 – Business Research and Reporting

Spring 2020 SESSION
Online Only

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AVAILABILITY HOURS:

Via CHAT, EMAIL or PHONE,
Monday, Thursday; 12:00 Noon to 3:30 PM

GRADING: Grades will be determined as follows:

| | |
|--------------------|-------------|
| Weekly Discussions | 450 points |
| Assignments (3) | 300 points |
| Midterm Exam | 100 points |
| Final | 150 points |
| Total Points | 1000 points |

A=1000-900 points, B=899-800 points, C=799-700 points, D=699-600 points, F=599-0 points

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REQUIRED TEXTBOOKS:

1. “Business Research Methods” by William G. Zikmund, Barry J. Babin, Jon C. Carr and Mitch Griffin, 9th Edition, Cengage, ISBN978-1111826925

OFFICIAL COMMUNICATION: All 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 from to time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

3. 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: 432-837-8489

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.

STUDENT LEARNING OUTCOMES:

1. Develop an understanding of the relationship of business research to decision making and the Management Information System of an Organization

Assessment: Written assignments, exams and class discussions.

2. Demonstrate the ability to apply the basic principles of business research to generate the information needed to make a decision on a specific business issue

Assessment: Written assignments, exams and class discussion.

3. Demonstrate the ability to effectively present the information generated from research to business decision makers.

Assessment: Written assignments, exams and class discussion.

ADA STATEMENT:

Sul Ross State University 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 Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: [830-279-3003](tel:830-279-3003). E-mail: kbiddick@sulross.edu

DISTANCE EDUCATION STATEMENT

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. **[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]** 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.

Schedule for GBUS5301 – Spring 2020

| Week | Topic | Readings |
|---------|---|----------------|
| Jan. 13 | Introduction to Business Research and Reporting | Chapters 1-2 |
| Jan. 20 | The Business Research Process | Chapters 3-4 |
| Jan. 27 | Business Research Ethics | Chapter 5 |
| Feb. 3 | Business Research Process | Chapter 6 |
| Feb. 10 | Analyzing a Business Article <i>Assignment 1 due Sunday Feb. 16, 2020</i> | |
| Feb. 17 | Data Collection | Chapters 7-8 |
| Feb. 24 | Survey Methods | Chapters 9-10 |
| Mar. 2 | <i>Mid-term Exam due Friday Mar. 6, 2020</i> | |
| Mar. 9 | Spring Break | |
| Mar. 16 | Non-Survey Methods | Chapters 11-12 |
| Mar. 23 | Sampling and Measurement Methods | Chapters 16-18 |
| Mar. 30 | Editing and Coding <i>Assignment 2 due Sunday Apr. 5, 2020</i> | Chapter 19 |
| Apr. 6 | Descriptive Statistics | Chapter 20 |
| Apr. 13 | Statistical Analysis | Chapter 21-23 |
| Apr. 20 | Communicating the Research Results <i>Assignment 3 due Monday Apr.26, 2020</i> | Chapter 25 |
| Apr. 27 | Improving the Business Research Process | None |
| May 4 | Final Exam due Tuesday May 5, 2020 | |