

GBUS5301 – Business Research and Reporting

Spring 2022 SESSION
Online Only

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AVAILABILITY HOURS:

Via CHAT, EMAIL or PHONE,
Monday, Tuesday; 10:00 AM to 4:00 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, essay exams, and class discussions.

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

Assessment: Written assignments, essay exams, and class discussion.

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

Assessment: Written assignments, essay exams, and class discussion.

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class.

Alpine students seeking accessibility/accommodations services should contact Rebecca Greathouse Wren, LPC-S, SRSU’s Accessibility Services Coordinator at 432-837-8203 (please leave a message and they will get back to you as soon as they can during working hours), or email rebecca.wren@sulross.edu. Ms. Greathouse Wren’s office is located on the first floor of Ferguson Hall (Suite 112), and the mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

RGC students seeking accessibility services should contact Paulette Harris, Executive Assistant to the Vice President and Dean, at 830-279-3023 or email pharris@sulross.edu. Ms. Harris’s office is at 2623 Garner Field Road, Uvalde, TX 78801 (this is the mailing address too).

SRSU Distance Education Statement. Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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. 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 2022

Week	Topic	Readings
Jan. 10	Introduction to Business Research and Reporting	Chapters 1-2
Jan. 17	The Business Research Process	Chapters 3-4
Jan. 28	Business Research Ethics	Chapter 5
Jan. 31	Business Research Process <i>Assignment 1 due Sunday Feb. 7, 2022</i>	Chapter 6
Feb. 7	Data Collection	Chapters 7-8
Feb. 14	Analyzing a Business Article <i>Assignment 2 due Sunday Feb. 21, 2022</i>	
Feb. 21	Survey Methods	Chapters 9-10
Feb. 28	<i>Mid-term Exam due Friday Mar. 5, 2022</i>	
Mar. 7	Spring Break	
Mar. 14	Non-Survey Methods	Chapters 11-12
Mar. 21	Sampling and Measurement Methods	Chapters 16-18
Mar. 28	Editing and Coding	Chapter 19
Apr. 4	Descriptive Statistics	Chapter 20
Apr. 11	Statistical Analysis	Chapter 21-23
Apr. 18	Communicating the Research Results <i>Assignment 3 due Sunday Apr.25, 2022</i>	Chapter 25
Apr. 25	Improving the Business Research Process	None
May 2	Final Exam due Tuesday May 3 2022	