GBAR5301 Business Research and Reporting
Summer I 2024 SESSION
Online

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AVAILABILITY HOURS:
Via CHAT, EMAIL or PHONE,
830 407-9178
Monday, Tuesday, Thursday; 10:00 AM to 1:00 PM

GRADING: Grades will be determined as follows:

Discussions (5)	200 Points
Assignments (2)	200 points
Final	100 points
Total Points	500 points

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ONLINE COURSE PROCEDURES: It will be your responsibility to check the Blackboard website frequently. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or weekly discussion threads

REQUIRED TEXTS:
1. *"Business Research Methods"* by William G. Zikmund, Barry J. Babin, Jon C. Carr and Mitch Griffin, 9th Edition, Cengage, (2011) ISBN-13: 978-1111826925

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.

TECHNOLOGY HELP: Obtain your SRSU 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: The Online Support Desk
The Support Desk is where you can direct your more technical questions. For example, if you are having issues submitting a document, getting videos to play, or you are dealing with a technical error in the course. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk:
- By calling 888.837.6055
- Via email blackboardsupport@sulross.edu
- Using resources from the Technology Support tab within blackboard
- Clicking the Support Desk graphic on the course homepage

As always, academic questions about course assignments, due dates and general course questions should be directed to me (instructor).

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 discussion.

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 decision makers.
   Assessment: Written assignments, exams, and class discussion

Marketable Skills for the Aligned MBA Degrees

Marketable Skill 1: Students will understand the functions of the business enterprise in the general economy.

Marketable Skill 2: Students will have the skills needed to effectively lead a business.

Marketable Skill 3: Students will be able to craft effective business strategies for both existing businesses and new businesses.

Marketable Skill 4: Students will be able to make effective oral presentations to both professional and general audiences.

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 Mrs Mary Schwartze Grisham, LPC, in Student Services, SRSU's Accessibility Director at 432-837-8203 or email mschwartze@srsu.edu. Our office is located on the first floor of Freguson Hall, RM112 on the Alpine Campus, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine, Texas, 79832.

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 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 GBAR5301 – Summer I 2024

Week	Topic	Readings
May 29	Business Research Design and Ethics	Chapters 1-6
June 3	Data Collection Assignment 1 due at the end of the week	Chapters 7-12
June 10	Sampling and Measurement Systems	Chapters 16-19
June 17	Descriptive Statistics and Analysis Assignment 2 due at the end of the week	Chapters 20-23
June 24	Communicating the Research Results	Chapters 25
July 1	**Final Essay Exam**	**Due on Monday, July 1, 2024**

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