



Course Syllabus
GBAA 5301 Business Research & Reporting
Spring 2026

Class: GBAA 5301
Class Time: Asynchronous
Instructor: Philamer Torio, PhD
Office: MAB 309-E
Phone: 432.837.8131

Credits: 3
Location: Online Asynchronous
E-mail: Philamer.Torio@sulross.edu
Office Hours: TBA

Required Materials:

Textbook:

“Business Research Methods” by William G. Zikmund, Barry J. Babin, Jon C. Carr and Mitch Griffin 9th Edition, Cengage, ISBN- 13: 978-1111826925

Course Description: This course offers a comprehensive foundation to business research methods and their application to managerial decision-making. Students will explore key topics such as research design, survey techniques, sampling strategies, data collection, ethical considerations, and data analysis. Emphasis is placed on transforming research findings into clear, actionable reports for business leaders. Delivered in an online asynchronous format, the course combines weekly discussions, practical assignments, and a final essay exam to ensure mastery of concepts. By the end of the term, students will be equipped with the skills to conduct substantive business research and effectively communicate insights that drive strategic decisions.

Course Learning Outcomes: Upon successful completion of the course students will:

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 decide 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.

MBA Learning Outcomes: Upon successful completion of the MBA, students will:

1. Students will analyze and solve complex business problems across major business functions, using advanced business practices and strategies
2. Students will communicate in-depth business information through written delivery processes.
3. Students will identify and demonstrate advanced understanding of the impact of ethical and/or social responsibility issues as they affect domestic and/or global business environments.

MBA Marketable Skills: Upon successful completion of the MBA students will have the following markable skills:

1. Students will understand the functions of the business enterprise in the general economy.
2. Students will have the skills needed to effectively lead a business.
3. Students will be able to craft effective business strategies for both existing businesses and new businesses.
4. Students will be able to make effective oral presentations to both professional and general audiences.

Academic Integrity: Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect: This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against other students.

Counseling: Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com/sulross). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and SRSU International students.

Libraries: The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LobolD and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123). No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu. Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

Americans with Disabilities Act (ADA): 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. Students seeking accessibility/accommodations services must contact Mary Schwartz, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mary.schwartz@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

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 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.

Technical Support: The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email blackboardsupport@sulross.edu. You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

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. 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. Directions for filing a student complaint are located in the student handbook

Assignments

Late Work: There will be a 10% penalty for assignments submitted late.

Course Requirements and Grading

| Requirement | Points Possible | Grading Scale |
|--------------------------------------|-----------------|--------------------------|
| Weekly Discussion Posts – Due Weekly | 350 points | A = 900 to 1000 points |
| Assignment 1 – Due January 26, 2026 | 150 points | B = 800 to 899 points |
| Assignment 2 – Due February 9, 2026 | 150 points | C = 700 to 799 points |
| Assignment 3 – Due February 23, 2026 | 150 points | D = 600 to 699 points |
| Final Essay Exam – Due March 2, 2026 | 200 points | F = less than 599 points |
| Possible Points | | 1000 points |

Course Assignments

Weekly Discussion Board:

1. Faculty will post a weekly discussion board that will be available at 12:01 AM Tuesday and have a due date of the following Monday at 11:59 PM.
2. Students will be required to respond to the question itself by Friday and reply to two other students by Sunday night.
3. The question will be designed to facilitate discussion by requiring students to offer their analysis, evaluation or design based on the courses weekly topic. (Blooms Levels 5-6).
4. The Instructor will be active in the Discussion Board by responding to at least half of the student posts each week.

Discussion Board Rubric: (50 points)

Rubric 1: The student's main post responded completely and substantially to all of parts of discussion question. (30 points).

Rubric 2: The Student's initial post was no later than Friday (5 points)

Rubric 3: The response was well-organized, clear and free of grammatical and mechanical errors. (5 points).

Rubric 4: The student post substantially to two other students. 5 points each (10 points)

Assignment 1: Preparing a Business Plan

Instructions will be provided in the course's Blackboard webpage. Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Instructors will develop appropriate rubrics for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Assignment 2: Developing a Survey Research

Instructions will be provided in the course's Blackboard webpage. Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Instructors will develop appropriate rubrics for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Assignment 3: Applying Business Research

Instructions will be provided in the course's Blackboard webpage. Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Instructors will develop appropriate rubrics for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Final Essay Exam: Case Study

Instructions will be provided in the course's Blackboard webpage. The case study will be available to students for at least one week before the end of class.

Final Essay Exam Rubric:

Instructors will develop appropriate rubrics for the comprehensive course final equal to 200 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Schedule for GBAA 5301 – 1st Session, Spring 2026

| Week | Topic | Readings |
|-------------|---|---------------------------------|
| January 14 | Principles of Business Research | Textbook Chapters 1, 2, 3, 4 |
| January 19 | Designing Business Research Assignment 1 due Monday, January 26, 2026 | Textbook Chapters 6, 7, 8 |
| January 26 | Survey Research | Textbook Chapters 9, 10, 11 |
| February 2 | Sampling Design and Data Collection Assignment 2 due Monday, February 9, 2026 | Textbook Chapters 16, 17, 18 |
| February 9 | Ethics and Data Collection | Textbook Chapters 5, 19, 20 |
| February 16 | Data Entry and Analysis Assignment 3 due Monday, February 23, 2026 | Textbook Chapters 21, 22 |
| February 23 | Reporting Your Results | Textbook Chapter 25 |
| March 2 | Final Exam due Monday, March 2, 2026 | |

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