Instructor: Robert Zinko  
Phone: 501-5934 (Canvas messenger is the best way to reach me)  
Email: robert.zinko@tamuct.edu  
Office Hours: Email or call to set appointment

Emergency Warning System (911 Cellular)

Emergency Warning System for Texas A&M University – Central Texas  
911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to  
communicate health and safety emergency information quickly via email, text message, and social media. All students  
are automatically enrolled in 911 Cellular through their myCT email account.

Connect at 911Cellular [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where  
you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-  
related information, regardless of your location.

Course General Information

Course Overview and description: Business Research Methods introduces students to the nature, scope, and  
significance of research and research methodologies. Additionally, the course studies primary and secondary  
research methods with applications to specific problems, using qualitative and quantitative designs for  
individual investigation on current problems within a student’s area of interest. Students will complete a  
team-based research project based on a business topic, using the course’s textbooks and selected scholarly  
and peer reviewed sources. Each chapter will have an associated Connect assignment. We will also be doing  
a research project where at times you will work on your own, and at times you will work as a group.

Be prepared that it is a very demanding and rigorous course. You must carefully review the  
syllabus including the course schedule, consider your work schedules and other obligations,  
and decide if this is the right course for you this semester. You must understand that once  
you decide to continue enrolled in this course, you are committed to your team members  
and their success in this course depends on your efforts.

Course Prerequisite: Undergraduate business statistics or a leveling course in statistics.
Course Objectives

While working as a team member, the student will be able to conduct initial research to develop appropriate problem statements, research questions, and hypotheses so that an appropriate research method can be selected. The student will also be able to develop a literature review and a research methodology based on the selected topic and conduct appropriate data collection, analysis, and discussion. Additionally, students will use specified manuscript requirements in preparing scholarly research documents. Students will demonstrate mastery by achieving 80% on each assignment, as outlined in the various learning weeks.

This course also reinforces many of the core educational values of the TAMUCT College of Business, including:

- Developing critical thinking/problem solving skills.
- Improving communication skills.
- Building teamwork and interpersonal skills.

Student Learning Outcomes (SLOs)

1. Demonstrate proficiency in conducting a literature search, defining or refining a management dilemma and management question, research questions, and/or hypotheses, and developing conceptual models by achieving 80% on associated assignments (Schindler’s Chapters 1-3; APA Publication Manual Chapters 1-4, 6, 7).

2. Demonstrate proficiency in developing survey designs by achieving 80% on associated assignments (Schindler’s Chapters 4, 5, 9 - 12; APA Publication Manual Chapters 1-4, 6, 7).

3. Demonstrate proficiency in developing a research methodology, and collecting preparing, and examining data for qualitative or quantitative designs, using appropriate statistical methods for data analysis, by achieving 80% on associated assignments (Schindler’s Chapters 4-15; APA Publication Manual Chapters 1-7).

4. Demonstrate proficiency in reporting scholarly research, using appropriate manuscript writing procedures and considering ethical issues, by achieving 80% on associated assignments (Schindler’s Chapter 16; APA Publication Manual Chapters 1-7).

Meeting the Course Objectives: In meeting the course objectives, students must first familiarize themselves with this course syllabus and with the Canvas Learning Management System (LMS) Classroom. Read and study the assigned chapters in the textbook, and complete the associated Connect assignments. Additionally complete all other assignments, meeting all requirements stated therein. Finally, as you will be working in a team, always strive to be a good team member, leading when necessary, but always “pulling” your own weight so as not to let the team down.
Module Goals

Module 1 (Foundations of Business Research) (SLO 1, Chapter’s 1 - 3): Demonstrate understanding of business research foundations with a minimum of 80% mastery by: identifying, describing, and applying research fundamentals, research process, and the research question hierarchy.

Module 2 (Business Research Design) (SLO 2, Chapter’s 4 - 9): Demonstrate understanding of business research design with a minimum of 80% mastery by: identifying, describing, and applying skills in designing samples and in designing methods of qualitative and quantitative data collection.

Module 3 (Measurement, Collecting, Preparing, and Examining Data) (SLO 2, SLO 3, Chapter’s 10 - 13): Demonstrate understanding of measurement, collecting, preparing and examining data with a minimum of 80% mastery by: identifying and describing measurement foundations, developing measurement questions and measurement instruments, and in collecting and preparing data for analysis.

Module 4 (Analyzing and Interpreting Data and Reporting Results) (SLO 3, SLO 4, Chapter’s 14 – 16): Demonstrate understanding of the analysis and interpretation of data, then reporting the results with a minimum of 80% mastery by: identifying and describing statistical methods and by applying these methods through the interpretation and reporting of the results in cases and in team and individual research projects.

Required Textbooks and Software


If you desire only the e-book, you may purchase it from the bookstore.

- Access to a computer with Microsoft EXCEL is required.
- Qualtrics (Online survey software):
  - You are required to design a survey questionnaire using Qualtrics. Our university has campus-wide access to Qualtrics. Instructions on how to set up your Qualtrics accounts will be provided at a later date on Canvas. NOTE: You do not have to be on campus to create or access your Qualtrics account. You can access Qualtrics anywhere as long as you have Internet
connection.

- SPSS will be used during this class. Students do NOT need their own, private copy.

**Course Requirements:**

The classroom sessions are a combination of lectures, discussion, and experiential learning. To facilitate the effective utilization of the lecture time and the time of your classmates, you are required to read the chapters before they will be covered in class. This course is very demanding as it involves many concepts that may be entirely new to you. Therefore, it is imperative that you stay on top of the chapters and attend every class fully prepared!

**Technology Support:** For login problems, students should contact Help Desk Central. 24 hours a day, 7 days a week:
- Email: helpdesk@tamu.edu
- Phone: (254) 519-5466
- **Web Chat:** [http://hdc.tamu.edu](http://hdc.tamu.edu)

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

**Assignments:** All assignments must be completed as indicated on the schedule. Late assignments **will not** be accepted, unless prior coordination is conducted with the instructor. All assignments are web-based through Canvas and must be completed by the due date. Written assignments must be completed in MS Word and must be formatted according to APA formatting method.

**Chapter Quizzes:**

For each chapter, you will complete the associated quiz. Ensure you have thoroughly read and understood the chapter before attempting the assignment.

In total, the quizzes will be worth 150 points.

**Team Research Project:**

A team research project involving data collection and analysis is required for this course. The project will take the entire semester to complete. The project consists of:

- Literature search outline (individual) (100 points)
Students will be expected to research past and current theory regarding the research project that their group will be doing. Not only in mainstream media, but also focusing on peer reviewed articles. Students will individually develop a general outline of related articles. Grading will be based upon the student’s abilities to both find related articles and extract relevant information from those articles. Further details of this assignment will be discussed during the first class.

- Importance of research memo (individual) (80 points)

Once students have thoroughly researched the topic in question, they will individually write a memo to the CEO of a fictitious organization, stating why the research is important to undertake. This memo is expected to be written in a professional manner, without errors. Grading will be based upon both the student’s abilities to present a supported, coherent argument; but also on the professional style of the document. Further details of this assignment will be discussed during the first class.

- Survey questionnaire design using Qualtrics (individual) (60 points)

Students will be expected to individually develop an appropriate survey questionnaire in relation to the data collection for the research project. This will be done in Qualtrics. Grading will be based upon both presentation of the survey (i.e., how it looks to the subject who would be taking the survey), but also on the appropriateness of the items (i.e., is the student asking the correct questions). Further details of this assignment will be discussed during the first class.

- Results memo (individual) (80 points)

During this class, data will be collected for the publication. Results of this data will be analyzed in class. Once the findings are known, a second memo will be written to the CEO of the fictitious organization, reporting the results. Grading will be based upon both the student’s abilities to present the data in a coherent fashion; but also on the professional style of the document. Further details of this assignment will be discussed during the first class.

- Participation in publication development (individual & group) (180 points)

The topic researched during class will be developed into an academic publication. Grading for participation in this development will include class discussion through the semester, as well as writing on the manuscript. Further details of this assignment will be discussed during the first class.

As stated, the intention of this project will be to develop it for eventual publication. The level of student participation will determine their eligibility for authorship of the finished work.

All written assignments related to your project should be grammatically correct, neat, organized, succinct,
and clear. Formal language is required for all written assignments. Appropriate (APA format) citation is required. All charts, graphs and figures should be properly placed and labeled (As per APA).

CLASSROOM POLICIES

I expect you to treat this course like a job: Be professional in your speech, your writings and communication--to both me and also your fellow students.

As a member of this class, you are invited to think, question, disagree and offer alternatives. That is part of the academic experience, as well as part of learning to be a contributing, critical thinker in any professional setting. However, my expectation is that you will behave professionally and courteously toward another student and the professor, and respect the rights of others at all times. Failure to do so will be cause to report the offending student(s) to Academic Affairs.

Grading Criteria

Grade Computation: Students earn their course grades by completing scheduled assignments. To pass this course satisfactorily, students must complete each of the graded items listed. Failure to complete appropriate assignments may result in a failing grade. Refusal to complete assigned work will result in a failing grade.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Point Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
<td>585-680</td>
</tr>
<tr>
<td>B</td>
<td>80-89%</td>
<td>520-584</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
<td>455-519</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
<td>390-454</td>
</tr>
<tr>
<td>F</td>
<td>59% &amp; below</td>
<td>0-389</td>
</tr>
</tbody>
</table>
Business Research Methods - 60283 - BUSI 5310 - 120

Final grades will be calculated as follows:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>150</td>
<td>23%</td>
</tr>
<tr>
<td>Literature Search</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Importance of Research Memo</td>
<td>80</td>
<td>12%</td>
</tr>
<tr>
<td>Survey questionnaire design</td>
<td>60</td>
<td>9%</td>
</tr>
<tr>
<td>Results Memo</td>
<td>80</td>
<td>12%</td>
</tr>
<tr>
<td>Publication Development</td>
<td>180</td>
<td>28%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>650</td>
<td>100%</td>
</tr>
</tbody>
</table>

The schedule is as follows:

*This class is a hybrid course. As the class is very small, and over Summer, we will be discussing the schedule the first day of class (as we can be flexibly and accommodate people’s Summer plans to some extent). Once the schedule is agreed upon, it will be set for the Summer, and uploaded to Canvas.*

**University Resources, Procedures, and Guidelines**

**Drop Policy:** If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf).

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**Academic Integrity:** Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct
Business Research Methods - 60283 - BUSI 5310 - 120

cconcerns will be reported to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action. More information can be found at Academic Integrity.

In this course, any evidence of cheating or collusion will result in a grade of zero (0) for each affected assignment or exam and each participating student will be reported to the Office of Student Conduct.

Academic Accommodations: At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University’s programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education’s Office of Civil Rights, the Dean of Student Affairs’ Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit https://www.tamuct.departments/index.php. Students may also contact the institution’s Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Tutoring: Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at lmdavis@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

The University Writing Center: Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WCOnline [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at
bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

University Library: The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

A Note about Sexual Violence at A&M-Central Texas
Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.
Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don’t agree with their behaviors and tell survivors we will support them. Your actions matter. Don’t be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php).

**Important University Dates:**

See: [https://www.tamuct.edu/registrar/academic-calendar.html](https://www.tamuct.edu/registrar/academic-calendar.html)