Business Research

MBA 510 [all sections]

Southwestern College Professional Studies

COURSE SYLLABUS

I. **Course Catalog Description**

This course provides an overview of business research methodologies. Learners will develop the fundamental technical knowledge and skills needed to conduct effective primary and secondary, qualitative and quantitative research and to analyze and present findings and conclusions.

II. **Required and Supplementary Instructional Materials**

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Mason, OH: South-Western, Cengage Learning.

III. **Course Delivery**

There are two forms of course delivery Ground and Online:

Ground courses, or those that meet face-to-face on a weekly basis, also have an online component, which means some of the course content is delivered online. Southwestern College utilizes the Blackboard (Bb) learning management system.

Online courses typically contain a blend of synchronous (real-time) and asynchronous (not real-time) material. Depending on the course, you may be required at times to interact "live," which might mean attending a scheduled Collaborate session. You may also be required to view or listen to a lecture or other video on a specific date and time. Of course, if there are circumstances that prohibit you from logging in to a scheduled synchronous activity, an alternate assignment will be provided. Please refer to the Course at a Glance section which will note any synchronous activities.

IV. **Learning Outcomes**

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each undergraduate and graduate program of study, as well as institution-wide outcomes related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:
1. Identify a specific business problem that requires using primary and secondary, and qualitative and quantitative research methods to solve.
2. Evaluate the types of research needed to solve a specific problem.
3. Differentiate between the research methods used for conducting qualitative versus quantitative research.
4. Analyze research results using appropriate technologies.
5. Conduct credible primary and secondary research.
6. Formulate research findings for a specific audience.
7. Conduct research that complies with CASRO's Code of Standards and Ethics for Market, Opinion, and Social Research.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

V. Expectations

Learners can expect the instructor to:

- Respond to e-mail and phone contact attempts promptly (if you do not receive a response after 48 hours please follow-up as a technology glitch may have occurred)
- Substantially participate in weekly discussions/lecture
- Employ impartial and consistent grading practices
- Provide assignment grades and feedback in one week or less

Instructors can expect the learner to:

- Review the syllabus in its entirety requesting clarification prior to beginning week 1 coursework
- Obtain access to the required course materials prior to the class start date or notify the instructor of any delay no later than Tuesday of week 1 of the course
- Submit course assignment questions with enough notice to receive and incorporate feedback prior to the assignment due date (see course late policy)
- Possess basic skills in Microsoft Office, and have the ability to access Blackboard
- Include the course ID (Ex: CORE101) on all e-mail correspondence
- Check Blackboard course announcements often during the course
- Communicate with instructors and classmates in a professional and respectful manner
- Substantially participate in weekly discussion/lecture (it is strongly suggested that Bb posts be prepared in a word processing software application then checked for grammar errors prior to submission)
- Submit assignments via the appropriate avenue (e.g. discussion board, Bb assignment link, etc.)
- Adhere to the Southwestern College Student Code of Conduct and Standards of Academic Integrity
- Create and submit original work

VI. Grading Scale and Criteria

Grade	Quality Points	Course Scale
A+	4.00	100%
A	4.00	94.0-99.9%
A-	3.67	90.0-93.9%
B+	3.33	87.0-89.9%
B	3.00	84.0-86.9%
B-	2.67	80.0-83.9%
C+	2.33	77.0-79.9%
C	2.00	74.0-76.9%
C-	1.67	70.0-73.9%
D+	1.33	67.0-69.9%
D	1.00	64.0-66.9%
D-	0.67	60.0-63.9%
F	0.00	< 60.0%

Grade:	Criteria and Guidelines:
A+	The grade of A+ is reserved for a perfect score (100%) of all work in a course.
A	Superior work: Superior performance that far exceeds the minimum expectations and demonstrates an excellent understanding of the concepts addressed in the course.
B	Above average work: Good performance that exceeds the minimum expectations and demonstrates a higher than average understanding of the concepts addressed in the course.
C	Average Work: Adequate performance that meets the minimal expectations and demonstrates a basic understanding of the concepts addressed in the course.
D	Minimally acceptable work for receiving credit: Below average performance that does not meet the minimum expectations and/or does not demonstrate a basic understanding of the concepts addressed in the course.
F	Failure: Unacceptable performance (in a professional context, this means "you're fired.")
WF	Withdraw/Fail: A final grade of WF will be recorded for learners who either never access/attend or submit any assignments for courses.
WD, AW, I, S, W, WM	Please refer to the Grading System section of the appropriate catalog.

VII. College Policies

Students are expected to read and abide by the college policies as listed in the appropriate catalog:

- **Undergraduate Catalog:** For learners who do not possess a bachelor's degree, are pursuing an additional bachelor's degree or for graduate learners who are enrolled in 100-400 level courses.
- **Graduate Catalog:** For learners who have earned a bachelor's degree and are pursuing a master's degree or graduate level certificate or learners who are enrolled in 500+ level courses.

Non-Discrimination Policy
Student Code of Conduct
Academic Integrity Policy
Policies for Dealing with Violations of Academic Integrity
Incomplete Policy
Withdraw Policy

VIII. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the Blackboard course.

IX. Technology Requirements

X. Citation

Check the Academic Resources link in the course menu of your Blackboard course to find the specific requirements and resources for formatting manuscripts and documenting various kinds of sources when submitting written work.

XI. SafeAssign®

This instructor may use SafeAssign®, which is a system that allows for checking the originality of writing and proper citing. Your assignments may be run through this software.

XII. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	12	240	24%
Informed Consent	1	n/a	n/a
Topic and Problem Definition Assignment	1	100	10%
Problem Statement Assignment	1	60	6%
Literature Review Assignment	1	100	10%
Problem Primary Research Assignment	1	100	10%
Survey Administration Assignment	1	25	2.5%
Primary Research Data Analysis and Interpretation Assignment	1	75	7.5%
Business Problem Research Report	1	300	30%
Total Points		**1000**	**100%**

XIII. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	- Read *Business research methods*, chapters 1 - 6 - Read the chapter PowerPoints - Read Research Methods in the Leading Small Business-Entrepreneurship Journals: A Critical Review with Recommendations for Future Research by Mullen, Budeva, and Doney - Read CASRO's Code of Standards and Ethics for Market, Opinion, and Social Research - Participate in the Introductions discussion forum - Participate in the Collaborate Session: Course Introduction and Business Research - Read and complete the Topic and Problem Definition assignment - Read and complete your Informed Consent Agreement	- Unit 1.1 Discussion - Unit 1.2 Discussion - Informed Consent Agreement - Topic and Problem Definition
2	- Read *Business research methods*, chapters 7 and 8 - Read chapter PowerPoint - Watch Literature Reviews: An Overview for Graduate Students from NCSU Libraries. - Watch Writing the Literature Review Part 1 by David Taylor - Watch Writing the Literature Review Part 2 by David Taylor - Participate in the Collaborate Session: Conducting Secondary Research - Read and complete the Problem Statement assignment - Read and complete the Literature Review assignment	- Unit 2.1 Discussion - Unit 2.2 Discussion - Problem Statement - Literature Review

Unit	Reading & Preparation Activities	Graded Work Due
3	• Read *Business research methods*, chapters 9 - 15 • Read chapter PowerPoints • Read Formulating a Research Question • Participate in the Collaborate Session: Informed Consent and Survey Design • Read and complete the Problem Primary Research assignment	• Unit 3.1 Discussion • Unit 3.2 Discussion • Problem Primary Research
4	• Read *Business research methods*, chapters 16 - 18 • Read chapter PowerPoints • Participate in the Collaborate Session: Survey Administration	• Unit 4.1 Discussion • Unit 4.2 Discussion • Survey Administration
5	• Read *Business research methods*, chapters 19 and 20 • Read *Business research methods*, chapters 21 - 24 (optional) • Read chapter PowerPoints • Watch Descriptive Statistics – Kahn Academy • Watch Parts 1-6 of Using Excel for Descriptive Statistics – Brain Mass • Participate in the Collaborate Session: Applying Statistics • Read and complete the Primary Research Data Analysis and Interpretation assignment	• Unit 5.1 Discussion • Unit 5.2 Discussion • Primary Research Data Analysis and Interpretation
6	• Read *Business research methods*, chapter 25 • Read chapter PowerPoint • Participate in Collaborate Session: Reporting Results • Read and complete the Business Problem Research Report assignment	• Unit 6.1 Discussion • Unit 6.2 Discussion • Business Problem Research Report

XIV. **College Resources**
Advising
Self-Service
Withdraw Form
Blackboard Learn
SCPS Bookstore
Deets Library
Online Writing Center: View this brief video tutorial that explains how to enroll in Blackboard
IT Support: Marilyn.clements@sckans.edu or 888-684-5335 x.121

XV. **ADA Compliance Statement**
Southwestern College Professional Studies is committed to making reasonable accommodations for qualified students with documented disabilities. If you have a disability that may impact your learning and for which you may need accommodations, please notify the Director of Learner Support and Academic Success, at 888.684.5335.

XVI. **Senior Capstone and Graduate Projects:**

The majority of the programs offered by Southwestern College Professional Studies conclude with a Senior Capstone or Graduate Project. During the Capstone or Project course students will be required to retrieve papers, assignments and projects that they created during their entire program of study. For this reason it is imperative that students design a method of storing program course work for use during their final class at Southwestern College Professional Studies.