



Business Research
MBA 510
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. 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.

IV. Course Policies

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

V. 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% |

| Requirements | Number of Assignments | Points Possible | Percent of Grade |
|--|-----------------------|-----------------|------------------|
| 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% |

VI. Course at a Glance:

| Unit | Reading & Preparation Activities | Graded Work Due |
|------|---|--|
| 1 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, 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 | <ul style="list-style-type: none"> • Unit 1.1 Discussion • Unit 1.2 Discussion • Informed Consent Agreement • Topic and Problem Definition |
| 2 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, 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 | <ul style="list-style-type: none"> • Unit 2.1 Discussion • Unit 2.2 Discussion • Problem Statement • Literature Review |

| Unit | Reading & Preparation Activities | Graded Work Due |
|------|---|---|
| 3 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, 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 | <ul style="list-style-type: none"> • Unit 3.1 Discussion • Unit 3.2 Discussion • Problem Primary Research |
| 4 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, chapters 16 - 18 • Read chapter PowerPoints • Participate in the Collaborate Session: Survey Administration | <ul style="list-style-type: none"> • Unit 4.1 Discussion • Unit 4.2 Discussion • Survey Administration |
| 5 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, chapters 19 and 20 • Read <i>Business research methods</i>, 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 | <ul style="list-style-type: none"> • Unit 5.1 Discussion • Unit 5.2 Discussion • Primary Research Data Analysis and Interpretation |
| 6 | <ul style="list-style-type: none"> • Read <i>Business research methods</i>, chapter 25 • Read chapter PowerPoint • Participate in Collaborate Session: Reporting Results • Read and complete the Business Problem Research Report assignment | <ul style="list-style-type: none"> • Unit 6.1 Discussion • Unit 6.2 Discussion • Business Problem Research Report |

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.