

Rhodes College
Department of Economics and Business Administration

Business Research
Business Administration 375, Section 01
Course number: 10147

Instructor:	Allan Ryan, Ph.D.	Fall: 2005/06
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TEXTS

Business Research Methods 7th edition, William G. Zikmund, ISBN 0-03-035084-0
Publisher: Thomson/South-Western

Statistical tools

As far as possible Microsoft Excel will be used in both data preparation and analysis. SPSS will also be used in some of the quantitative analysis.

SPECIALIZED SUPPORT AND DISABILITY SERVICES

Students who require accommodations in this course due to a disability affecting mobility, vision, hearing, learning, or mental or physical health are advised to discuss their needs with Melissa B. Butler of the Office of Student Disability Services (Tuthill Hall, Phone: 901-843-3994, E-Mail: MButler@rhodes.edu).

COURSE CONTENT

The course is an examination of the processes and applications of business research. The relationship business research should play in managerial decision making will be examined and discussed. Topics will include research design, sampling, psychological measurement, surveys, experiments and observational studies. Significant attention will be paid to finding and using reliable secondary data from government and other sources. Tools such as statistical analysis and time series will be placed in the contexts of the overall research enterprise. Students will design and execute a business research project under my direction. At the end of the course the student should have a grasp of the both how to conduct and to evaluate business research as it applies to both live business situations and to academic studies of business and industry.

ASSIGNMENTS AND GRADING:**MID-TERM EXAM (25%)**

All material covered to date.

FINAL EXAM (25%)

Comprehensive.

In-Class quizzes or homework (15 % OF GRADE)

Starting with the third class each class for which readings are assigned will begin with a brief quiz on the material assigned for the lecture. Several quizzes will be dropped when calculating a student's semester average (details will be provided during the second week of classes). Sometimes instead of a quiz a brief homework exercise will be assigned prior to the class and will be due at the beginning of class.

PARTICIPATION (10 %)

I expect all students to come to class prepared to contribute to class discussions and exercises.

ATTENDANCE

Attendance will not form part of the mark but excessive absence may result in mark penalties or failure. At the beginning of each class an attendance sheet will be circulated with a space for each student's signature. Up to 6 classes can be missed without penalty (although missing any classes is strongly discouraged). Any absences beyond that allotment will be penalized in the following fashion: first two classes missed—1% each; next two classes—1.5 % each; any further absences (beyond 10 classes) will result in a failing grade being awarded in the class. Special circumstances that lead to excessive absence should be discussed with the instructor. Illness and family emergencies will be considered valid excuses for absence but since the provision for missing classes without penalty is meant to allow for illness, religious observance and emergencies, release from attendance penalties will be assessed over the full period of the course. In order to avoid any possibility for misunderstanding, any student believing that they have received any special dispensation should put the particulars of their understanding in writing and secure the instructor's signature as proof that the agreement is understood by both parties.

Project work (25%)

Each student will be responsible for participating in the process of selecting a business research problem, designing a study, collecting secondary data and collecting original research through surveys, observational studies or experiment. The instructor will serve as project leader and the class may be broken up into different project groups. If the enrollment in the class is low each student may be required to design an individual project and follow it through to completion.

Homework

Homework will be assigned but except for the homework mentioned under quizzes/homework it will not be graded. Assigned exercises will be reviewed in-class or answers will be distributed.

Grading

A 94-100%	A- 90-93%	
B+ 87-89%	B 84-86%	B- 80-83%
C+ 77-79%	C 74-76%	C- 70-73%
D+ 67-69%	D 64-66%	D- 60-63%
F Below 60%		

ATTENDANCE

I will take attendance. Frequent absences will affect participation grades. Your attendance is expected and is an integral part of the course experience.

Honor Code and Plagiarism

All students are expected to abide by the honor code. Plagiarism in any form will not be countenanced. Scrupulous referencing will be expected in all written work. If in doubt—reference!

Class	Day	Date	
1	Wed.	August 24	Introduction
2	Fri.	Aug. 26	The Role of Business Research, chapter 1; Read Ben & Jerry's, p. 629
3	Mon.	Aug. 29	Chapter 2, Information Systems and Knowledge Management
4	Wed.	Aug. 31	Chapter 3, Theory Building
5	Fri.	Sept. 2	Chapter 4, The Research Process, An Overview
	Mon.	Sept. 5	Labor Day Holiday
6	Wed.	7	Chapter 5, Ethical Issues in Business Research
7	Fri.	9	Project identification and planning—revision of course schedule based on projects
8	Mon.	12	Chapter 6, Problem Definition and the Research Process
9	Wed.	14	Chapter 7, Exploratory Research and Qualitative Analysis
10	Fri.	16	Chapter 8, Secondary Data
11	Mon.	19	Chapter 9, Survey Research: An Overview
12	Wed.	21	Chapter 10, Survey Research: Basic Method of Communication with Respondents
13	Fri.	23	Chapter 11, Observation Methods
14	Mon.	26	Chapter 12, Experimental Research
15	Wed.	28	Chapter 13, Measurement and Scaling Concepts
16	Fri.	30	Chapter 14, Attitude Measurement
17	Mon.	Oct. 3	Chapter 15, Questionnaire Design
18	Wed.	5	Chapter 16, Sample Designs and Sampling Procedure
19	Fri.	7	Mid-term exam
20	Mon.	10	Chapter 17, A Review of Statistical Theory, pp. 401-414
21	Wed.	12	Chapter 17, A Review of Statistical Theory, pp. 415-430
22	Fri.	14	Chapter 20, Descriptive Statistics, pp. 472-479
	Mon.	17	Fall recess
23	Wed.	19	Chapter 20, Descriptive Statistics, pp. 480-492
24	Fri.	21	Chapter 21, Hypothesis Testing, pp. 498-506
25	Mon.	24	Chapter 21, Hypothesis Testing, pp. 506-515
26	Wed.	26	Chapter 22, Bivariate Analysis, Tests, pp. 519-528
27	Fri.	28	Chapter 22, Bivariate Analysis, Tests, pp. 529-534, 542-545, 546-548
28	Mon.	31	Chapter 23, Bivariate Analysis, Association, pp. 549-556
29	Wed.	Nov. 2	Chapter 23, Bivariate Analysis, Association, pp. 556-566, 570-571
30	Fri.	4	Chapter 24, Multivariate Analysis, 573-584
31	Mon.	7	Chapter 24, Multivariate Analysis, 585-595
32	Wed.	9	Review of tools for presenting results
33	Fri.	11	Project work
34	Mon.	14	Project work
35	Wed.	16	Time series and forecasting

36	Fri.	18	More time series
37	Mon.	21	Project work
	Wed.	23	Thanksgiving Break
	Fri.	25	Thanksgiving Break
38	Mon.	28	Project work
39	Wed.	30	Project work and course review
40	Fri.	Dec. 1	Project presentations
41	Mon.	5	Project presentations
42	Wed.	7	