

# Rhodes College Digital Archives - DLynx

## BADM 375-01 Business Research, Fall 1998

Item Type	Syllabus
Authors	Fish, Kelly E.
Publisher	Memphis, Tenn. : Rhodes College
Rights	Rhodes College owns the rights to the archival digital objects in this collection. Objects are made available for educational use only and may not be used for any non-educational or commercial purpose. Approved educational uses include private research and scholarship, teaching, and student projects. For additional information please contact <a href="mailto:archives@rhodes.edu">archives@rhodes.edu</a> . Fees may apply.
Download date	2026-05-17 12:39:50
Link to Item	<a href="http://hdl.handle.net/10267/2802">http://hdl.handle.net/10267/2802</a>

## **B.A. 375 - Business Research Fall 1998**

**Professor:** Dr. Kelly E. Fish

**Office:** 315 Buckman Hall

**Telephone:** 3568; home (call before 9:00 P.M.) 274-0234

**E-Mail:** fish

**Office Hours:** MWF 9-10 A.M., and by appointment. Feel free to drop by at other times, but I may be busy with something else or out. My teaching schedule is very tight on MWF until the afternoon, TTh is open.

**Text:** Cooper, Donald R. and Pamela S. Schindler (1998), *Business Research Methods*, 6th Edition, Irwin/McGraw Hill: Boston.

**Honor Code:** *All papers, projects and other assignments for this course, unless specifically exempted by me, are to be pledged under the honor code. If you have any questions concerning the nature of plagiarism, you should consult your student handbook.*

**Course Objective:** The course is an examination of the strengths and limitations of business research, including the impact of research on managerial decision making. Topics covered will include research design, sampling, psychological measurement, survey and experimental methodology, as well as statistical analysis of business data and lastly, uses of artificial intelligence in business research. Students will design and execute a class research project under my direction. Upon completion of the course the student should be able to evaluate, as well as, design, conduct and present business research in a professional manner.

### **Evaluation and Grading:**

Participation	25%
Exam 1	25%
Exam 2	25%
Final Exam	25%
	100%

**Participation:** This will breakdown into three subdomains - **class participation, computer lab/library and group research project.**

Since there are a small number of students in this research class, there will be ample opportunity for each student to make **meaningful contributions to class discussion.** As we discuss the assigned readings or work the assigned problems, you will find variation among your responses. Part of the purpose of this course is to provide you with the knowledge necessary to analyze that

variation for error as well as differences in approaching the problem. Another purpose is to help you develop the skills to speak articulately about research problems and their solutions. Your contribution to class will be determined by how well you demonstrate that you have accomplished these purposes. Obviously, a necessary condition for a good evaluation in the contribution to class component of the grade is that you are prepared for each class meeting.

The library and computer exercises are designed to give the students hands-on experience in dealing with the various research topics under discussion. We will conduct a **library** and an **Internet** search for background/secondary data involving the class research project. Additionally, we will conduct various **computer exercises** to familiarize the student with computer analysis regarding class topics. Primarily we will be working with **SPSS (Statistical Package for Social Sciences)** software dealing with hypothesis testing.

One of the objectives of your program is to enable you to evaluate research. I believe that the best way to accomplish this is to engage in doing good research. Toward this end, the research report is to be the end product of an actual consulting project. We will be conducting research on behalf of **Backyard Burger** that will require research design, background work, focus groups, questionnaire design, surveying, analyzing data, reaching conclusions and presenting the findings to management.

**Exams:** The exams will allow the student to demonstrate her/his knowledge of research concepts that are covered in the lectures, exercises and readings. Exams will be a combination of problem solving, essay questions and computer exercises. Exam 1 will cover material from 8-26-98 to 10-21-98. Exam 2 will cover material from 10-26-98 to 12-7-98. The Final exam is comprehensive. Subject to my approval, any student having a 90 average or higher upon completion of all classwork except the final exam, is at the student's option, exempt from taking the final exam. Any eligible student interested in exercising this option must first gain my consent.

**Class Schedule:**

August 26, 28            Chpt.s 3 & 6  
*Research Planning Process*

August 31                            **Research Project Meeting with Chris Allison**  
September 2 , 4                    Chpt. 4  
*Research proposal*

September 9, 11                    Internet search, CARL; McWerter Library  
*Secondary Research*                Chpt. 10

September 14, 16 ,18 **Conduct Focus Groups**  
*Focus Groups*

September 21, 23, 25 Analysis of Focus groups  
*Concepts of measurement*        Chpt. 7

September 28, 30

October 2, 5, 7 <i>Survey instruments</i>	Chpt. 8, Chpt. 11 <b>Actual Questionnaire Design</b>
October 9, 12, 14 <i>Sampling Design</i>	Chpt. 9
October 16, 21 <i>Powerpoint Software</i>	Tutorial, Computer lab
October 23	<b>Midterm Exam</b>
October 26, 28 <i>Data Analysis</i>	Chpt. 15
October 30 November 2 <i>Hypothesis Testing</i>	Chpt. 16
November 4, 6 <i>Analysis of Variance</i>	Computer Exercise
November 9, 11 <i>Experimentation</i>	Chpt. 14
November 13, 16, 18, 19 November 23 <i>Research Project</i>	Chpt. 19; Analyze data, prep for presentation <b>Formal Research Presentation</b>
November 30 December 2, 4, 7	Finish written research report; review statistics, ethics Chpt. 5
December 9 <i>Exam 2</i>	Exam 2
December 16 <i>Final Exam</i>	<b>Final Exam; 1-3:30 P.M.</b>