I. Catalog Description:
Nature, scope, and significance of business research and research methodology; primary research methods with applications to specific problems, place of quantitative methods in research and individual investigation and report on current problems in student's field of interest.

II. Prerequisites: None

III. Expanded Course Description:
The study of Business Research Methods will be conducted primarily using the text along with in-class lecture. Case analysis and/or group or individual projects are at the discretion of the instructor. The overarching goal of the course is to allow the student to become an informed user of business research and an active participant as a part of a research team.

IV. Intended Student Outcomes:
A. VALUE and HONOR the ethical considerations faced in business research.
B. KNOW the importance of managerial/user input into the research process.
C. UNDERSTAND the basic research process.
D. DEMONSTRATE the ability to distinguish:
   • Quantitative Research
   • Qualitative Research
   • Primary Data
   • Secondary Data
E. RECOGNIZE when research activities are not usually justified.
F. VALUE the role of professional researchers, and understand that a person with one research course is not a research expert.
G. UNDERSTAND the role of hypotheses in business research, and basis by which they are rejected.
H. UNDERSTAND the nature of experiments.
At the conclusion of the course the student will:
Be able to communicate with professional marketing researchers about 
research needs, and be able to become a useful member of a research team.

V. Unless otherwise stipulated in this master syllabus by the department, the 
following items are subject to faculty discretion as described in each faculty 
member’s individual course outline/syllabus:

a) Course Requirements  
b) Required Text(s)  
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s 
materials or ideas as one’s own), or doing work for another person who will 
receive academic credit are all-impermissible. This includes the use of 
unauthorized books, notebooks, or other sources in order to secure or give 
help during an examination, the unauthorized copying of examinations, 
assignments, reports, or term papers, or the presentation of unacknowledged 
material as if it were the student’s own work. Disciplinary action may be 
taken beyond the academic discipline administered by the faculty member 
who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University 
to comply with the Americans with Disabilities Act (ADA) and other federal, 
state, and local laws relative to the provision of disability services. Students 
with disabilities attending Tarleton State University may contact the Office of 
Disability Services at (254) 968-9478 to request appropriate accommodation. 
Furthermore, formal accommodation requests cannot be made until the 
student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

________________________________  _____/_______/_____

Signature  Date