

Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: GB 598
Course Title: Business Research Methods
Master Syllabus Approved by Department on: 12/1/08

- 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 of 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