**BUS 453 – BUSINESS RESEARCH**

**Fall 2023**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

**EMAIL:** [**russ.fletcher@reinhardt.edu**](mailto:russ.fletcher@reinhardt.edu)(preferred)

**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 11-12, 1:15-2 and Fridays from 8:30-9 and 11-12. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This course examines the role of business research in business and marketing management decision-making. Using the Internet as a source of information, the course covers the following topics: business research process; use of secondary data analysis; primary data collection via questionnaire development, surveys, experiments, and observation methods; and how to use and interpret statistical data analysis. Students will conduct an actual business and/or marketing-related project and present results in a written and oral presentation. Prerequisites: BUS 301, BUS 302, BUS 330

**REINHARDT SECTION/NAMING CONVENTION**: BUS 453 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays, Wednesdays & Fridays
* Time: 10:00am to 10:50am (EST)
* Location: Lawson 207

**Dates:** August 15 – December 2, 2022

**WELCOME TO BUSINESS RESEARCH!**

The study of business research focuses on the research activities business leaders (managers, directors, supervisors, business owners, etc.) must conduct in order to make sound strategic business decisions.   
  
Business leaders must understand how to identify, collect, and analyze data both internal and external to their organizations. Business leaders must also understand how to apply the most appropriate tools and methods to the business objective at hand, which generally focuses on one of four balanced scorecard perspectives:

1) Financial

2) Customer

3) Internal Process

4) Learning and Growth

In addition, students must also understand research applications related to business functions that fall outside of the scorecard perspectives:

5) Product Research

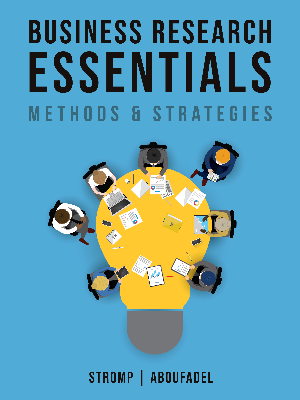
6) Marketing Research

By the end of the course, students will be equipped to:

* Identify appropriate research methods for application to each major strategic objective within an organization
* Develop research studies and approaches whether they warrant data collection that is:
  + primary or secondary
  + internal or external
  + qualitative or quantitative
* Aggregate and analyze results with the purpose of informing optimum business strategy

**TEXTBOOK & SIMULATION**

This course uses the “Business Research Essentials” digital textbook, supplemental presentations, chapter assignments, quizzes, as well as a comprehensive project and exam. The course will also use an online simulation called ***Mimic Market Research***. Both the courseware and simulation will be accessed on the Stukent Platform liked through Canvas. You will enroll in the Stukent Platform using the link on the lower left navigation tab in Canvas. Please be sure to use your Reinhardt e-mail address.



**COURSE STUDENT LEARNING OUTCOMES**

By the end of the course, students will be equipped to:

1. Analyze requests for proposal to identify appropriate research methods for application to each major strategic objective within an organization and determine appropriate research methodologies. **(MSOB1, MSOB4)**
2. Develop research studies and approaches and create effective survey instruments whether they warrant data collection that is: **(MSOB1, MSOB3, MSOB4)**
   1. primary or secondary
   2. internal or external
   3. qualitative or quantitative
   4. follows sound ethical research practices
3. Aggregate and analyze results with the purpose of making conclusions and strategic recommendations from business research to inform optimum business strategy **(MSOB1, MSOB4)**
4. Select important findings from secondary and primary research to guide product development and further research **(MSOB1, MSOB4)**

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, and establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

Successful knowledge of the material presented in this course will be evaluated by the instructor based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each individual student. Learners are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Learners are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week PRIOR TO attending class and be prepared to actively participate in class.

**CHAPTER QUIZZES & ASSIGNMENTS**

Students are required to complete and submit Chapter Quizzes. There will be 12 Chapter Multiple Choice Quizzes that will be completed at the conclusion of each chapter reading assignment. Many of the chapters have an accompanying assignment. Quizzes and assignments must be completed and submitted by the assigned due date/deadline as specified in Canvas or as outlined during class. No late work will be accepted for any reason beyond the final dates/times specified for assignments.

The lowest quiz score and lowest assignment score will be dropped.

**BUSINESS RESEARCH / MARKET RESEARCH SIMULATION**

The Mimic Market Research Simulation provides students hands-on educational experiences with important elements of research. Students are required to successfully complete the simulation and to submit a reflections document.

**BUSINESS RESEARCH PROJECT**

The project provides students with hands-on practice in gathering and analyzing the types of data needed to understand the underlying and dynamic nature of balanced scorecard metrics.

Students must gather secondary data related to balanced scorecard measures as well as develop various primary research tools. The activities within the project simulate research activities that business leaders would conduct in order to develop strategies that will ultimately work toward maintaining and improving a corporation’s balanced scorecard metrics.

This project will include both a written and oral presentation. Learners must also employ proper grammar, punctuation, and correct spelling. No late work will be accepted for any reason beyond the final dates/times specified for assignments.

**MID-TERM & FINAL EXAMINATION**

Students are required to complete a Mid-Term Exam on Monday, October 2nd during normal class time. Students are required to complete and submit a Final Exam on Monday, November 27th @ 8 am. Both exams will consist of multiple-choice and/or true-or-false questions.

No late work will be accepted for any reason.

**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Chapter Quizzes 20%

Mimic Research & Reflections Paper 15%

Business Research Project / Assignments 20%

Mid-Term Exam 20%

Final Exam 25%

\*Official grades and attendance are maintained in Canvas.

\*\* Available points for each area are listed on individual grading area posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule/calendar and due dates, please see Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

|  |  |  |
| --- | --- | --- |
| **Week** | **Module Topic** | **Reading/Assignments/Project/Quizzes/ Mimic Rounds/Exam** |
| **Week 1** | Introduce class and discuss syllabus  Chapter 1: Introduction to Business Research | Activate Stukent account  Chapter 1  Assignment (in class)  Quiz |
| **Week 2** | Chapter 2: Business Intelligence | Chapter 2  Project Part 1: Balanced Scorecard Snapshot  Quiz |
| **Week 3** | Chapter 3: Qualitative Primary Research | Chapter 3  Assignment (in class)  Quiz  Simulation Rounds 1 & 2 |
| **Week 4** | Chapter 4: Survey Research | Chapter 4  Assignment (in class)  Quiz  Simulation Rounds 3 & 4 |
| **Week 5** | Chapter 5: Data Analysis | Chapter 5  Assignment (in class)  Quiz  Simulation Rounds 5 & 6 |
| **Week 6** | Chapter 6: Data Visualization and Reporting | Chapter 6  Assignment (in class)  Quiz  Simulation Rounds 7 & 8 |
| **Week 7** | Chapter 7: Financial Perspective | Chapter 7  Project Part 2: Market Share  Quiz  Mid-Term Review |
| **Week 8** |  | Mid-Term Exam |
| **Week 9** | Chapter 8: Customer Perspective | Chapter 8  Project Part 3: Customer Trends and Satisfaction  Quiz  Simulation Rounds 9 & 10 |
| **Week 10** | Chapter 9: Internal Process Perspective | Chapter 9  Project Part 4: Benchmarking Process Issue  Quiz  Simulation Rounds 11 & 12 |
| **Week 11** | Chapter 10: Learning and Growth Perspective | Chapter 10  Part 5: Employee Satisfaction  Quiz |
| **Week 12** | Chapter 11: Product Research | Chapter 11  Part 6: New Product Development  Quiz |
| **Week 13** | Chapter 12: Marketing Research | Chapter 12  Quiz  Sim Round 11 & 12 |
| **Week 14** | Presentations | Simulation Reflections Paper |
| **Week 15** | Final Review / Last day of class |  |
| **Week 16** | FINAL EXAM | Monday, November 27th @ 8 am |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the student. Students are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and what penalties may be imposed for violations. Failing grades will be assigned for any work which does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Students are required to be on time, attend for the entire class period and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** Assignments submitted after the dates/times specified will receive a 20-point deduction per day. No work will receive credit after 5 days. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and The Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.