San José State University  
Lucas College and Graduate School of Business

BUS 200W Business Research and Communications  
Section 09/20  
Fall 2015

Instructor: Prof. Jing Zhang, Ph.D.  
Department of Marketing and Decision Sciences

Office Location: Business Tower (BT) 765 (Mailbox: BT 750)  
Telephone: (408) 924-1346  
Email: Canvas Email Only (Put “BUS 200W-09” in the Subject Line)  
Office Hours: Monday 1-4P, 30 minutes before class, and by appointment

Class Days/Time: Wednesdays: 8/19, 26, 9/2, 9, 16, 23, 30, 10/7 from 6-10P  
Saturdays: 9/19 from 9-1P on main SJSU campus in BBC 001, 10/3 from 9-1P

Classroom: Lucas Business Complex (2933 Bunker Hill Lane, Suite 120, Santa Clara)

Prerequisites: Graduate standing and restricted to Business - MBA majors only

Canvas (http://sjsu.instructure.com)

Copies of the course materials such as the syllabus, lecture slides, and major assignment handouts may be found on Canvas. You are responsible for regularly checking emails through Canvas. You are also required to submit your papers to Canvas.

Course Description

Very often business makes decisions based on (hard) data. How to collect and analyze data? How to interpret data and make meaningful, practical recommendations for business decisions? Questions like these are the basis for designing this class. This class has a dual focus – understanding research process and communicating the research in a cross-functional team.

In particular, students are expected to understand the research process -- formulating research questions and hypotheses, selecting and designing research methods, collecting and analyzing data, and writing up a report about research findings. Students will gain hands-on experience in the research via individual and group projects. They will also sharpen their communication skills, e.g., interpersonal, team, and presentation skills in both verbal and written formats.
The methods of instruction include lectures, group or class discussion, presentations, case studies, mini projects, and individual reflections (e.g., minute-writing tasks).

**Course Goals and Student Learning Objectives (SLO)**

Upon successful completion of this course, students are expected to

- **SLO1** – understand the role of business research as well as its process and ethics.
- **SLO2** – be proficient at designing surveys and experiments
- **SLO3** – be proficient at constructing questionnaires
- **SLO4** – understand different sampling procedures
- **SLO5** – know how to analyze data using SPSS
- **SLO6** – effectively communicate research verbally and in writing

**Required Texts/Resources**


SPSS Software. It is available for purchase (for either Mac or Windows) from the University Help Desk (Clark Hall Room 102) for $15. Or you may check out a laptop with access to SPSS from the MLK Library.

Additional readings/resources may be available in class or on Canvas.

**Assignments and Grading Policy**

Course grades will be determined based on the following scheme. As evident from the table below, consistent performance on individual assignments, group project, and class participation is necessary to excel in the class. At the same time, poor performance on any one component (e.g., quizzes) can be compensated for by superior performance on other components (e.g., group project).

If you find grading mistakes on written assignments, please inform the instructor WITHIN ONE WEEK from the time that the assignment is returned to you.
**REQUIREMENTS**

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<thead>
<tr>
<th></th>
<th>% of grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>Individual Assignment</td>
<td>48%</td>
<td>120</td>
</tr>
<tr>
<td>- Online Quiz</td>
<td></td>
<td>90</td>
</tr>
<tr>
<td>- Review of Introduction Paper</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>- Homework</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Group Project**</td>
<td>36%</td>
<td>90</td>
</tr>
<tr>
<td>- Research Introduction</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>- Rev. Research Introduction</td>
<td></td>
<td>5</td>
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<tr>
<td>- Methods &amp; Questionnaire Design</td>
<td></td>
<td>15</td>
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<tr>
<td>- Final Report</td>
<td></td>
<td>40</td>
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<tr>
<td>- Presentation</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Class Participation &amp; Professionalism</td>
<td>16%</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>250</td>
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**Peer evaluation will affect the grade you will get for the group project (see p.8).**

Grades will not be curved; the following scale applies to everything in the class.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>%</th>
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<tbody>
<tr>
<td>A</td>
<td>94 and above</td>
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<tr>
<td>A -</td>
<td>90 – 93</td>
</tr>
<tr>
<td>B +</td>
<td>87 – 89</td>
</tr>
<tr>
<td>B</td>
<td>84 – 86</td>
</tr>
<tr>
<td>B -</td>
<td>80 – 83</td>
</tr>
<tr>
<td>C +</td>
<td>77 – 79</td>
</tr>
<tr>
<td>C</td>
<td>74 – 76</td>
</tr>
<tr>
<td>C -</td>
<td>70 – 73</td>
</tr>
<tr>
<td>D +</td>
<td>67 – 69</td>
</tr>
<tr>
<td>D</td>
<td>64 – 66</td>
</tr>
<tr>
<td>D -</td>
<td>60 – 63</td>
</tr>
<tr>
<td>F</td>
<td>59 or lower</td>
</tr>
</tbody>
</table>

**Online Quiz (90 pts).** You will take seven (7) quizzes throughout the semester (see Course Schedule Table for the quiz dates). I will drop the lowest grade. Hence, no make-up quizzes will be given. Quiz will test the chapters that are assigned for that day.

You will take all the quizzes on Canvas with Respondus Lockdown Browser. The quiz is available on Canvas 24 hours before the class begins. Please note that:

1) Although the quiz is available for 24 hours, you only have 25 minutes to complete and submit your answers. In other words, once you start working on the quiz, you need to finish it within the next 25 minutes. Points will be
deducted if you are going beyond 25 minutes. There is a timer on the right side of the screen to help you time yourself.

2) You have ONE attempt only.

3) There are 15 questions in total. The questions will be randomly generated from the test bank. Hence, your questions may be different from others’.

Be sure to test your computer and Internet connection before you take the quiz. There will be a non-graded Practice Quiz available 8/21 @ 6:00pm - 8/22 @ 6:00pm.

**Review of Introduction Paper (10 pts)** You will be responsible for writing a 500-word minimum review on the research introduction paper submitted by another research group. This assignment helps you learn how to critique a research paper and make constructive comments for authors to improve their paper.

**Homework (20 pts)** There will be two homework assignments on data analysis with SPSS. Detailed instructions will be provided.

*Provide word count information at the end of each writing assignment. Late papers or late homework submissions will result in a letter grade deduction.*

Remember that all the individual assignments must be done individually. Any form of collaboration or plagiarism (see Academic Integrity below) on the assignment will result in a grade of F for the assignment and further disciplinary action by the University.

**Group Project (90 pts)** You will either self select your group or be assigned to a group of 3-4 members for the research project. You will work with your group members on the following aspects of the project: writing a literature review, designing research methods, collecting data, analyzing data, and writing and presenting a report about your findings. For details, see [General Instructions for Research Project](#).

In order to encourage equal effort, and identify those who are not giving equal effort, all group members will complete and submit a [Peer Evaluation Form](#) (see page 8) at the end of the semester.

*Remember that it is your responsibility to seek out the best way to contribute to the group, not the group’s responsibility to seek you out and assign work. Group members’ peer evaluations will affect the grade you get for the group project. In extreme cases, your group is allowed to fire you. This would mean that you would have to do the whole group project individually.*

**Class Participation and Professionalism (40 pts).** You will complete nine (9) in-class activities either by yourself or with your classmates. The goals of these activities are to
help you better understand class materials, and to help me understand how well you have learned. These activities are also meant to encourage you to attend class regularly and to keep on reading class materials. Professionalism in classroom is expected and will be evaluated. There will be no make-ups for missed class participation.

**Classroom Protocol**

Respect in the classroom is of the utmost importance for learning to be successful. Hence, the following rules shall guide conduct during class.

1) Cell phones must be turned off or on vibrate mode during class. No texting during the class, please!
2) The instructor will make every effort to respect students’ time by starting and ending class on time. Students should also make every effort to be on time for class, and to stay until the end of class.
3) Chitchat, side conversations, and any disturbing behavior in the classroom are prohibited during lectures or when someone else has the floor to speak.

**University Policies**

**Academic Integrity** Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity Policy, located at [http://www.sjsu.edu/senate/docs/S07-2.pdf](http://www.sjsu.edu/senate/docs/S07-2.pdf), requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development is available at [http://www.sjsu.edu/studentconduct/](http://www.sjsu.edu/studentconduct/).

Instances of academic dishonesty will not be tolerated. Cheating on quizzes/exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act** If you need course adaptations or accommodations because of a disability or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with Accessible Education Center (AEC) (formerly known as Disability Resource Center (DRC)) at [http://www.drc.sjsu.edu/](http://www.drc.sjsu.edu/) to establish a record of their disability.

**College of Business Policies**
To ensure that every student, current and future, has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

**Eating:** Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

**Cell Phones:** Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

**Computer Use:** In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

**Academic Honesty:** Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.