

COURSE NAME: Business Research

COURSE NUMBER: 11:373:465

SEMESTER: Spring 2020

MEETING DAYS, TIMES, AND PLACE: M/W, 10:55am - 12:15pm, COB/TH, 10:55am -12:15pm,
Computer lab - Waller 209.

CONTACT INFORMATION:

Instructor(s): Sanjib Bhuyan

Office Location: Cook Office Building, Room 104

Phone: 848.932-9123

Email: bhuyan@sebs.rutgers.edu

Office Hours: M/W 9:30 – 10:30am; drop by or make an appointment

COURSE WEBSITE, RESOURCES AND MATERIALS:

- **Text book:** Hair, Jr., J.F.; M.W. Celsi; D.J. Ortinau; & R.P. Bush. Essentials of Marketing Research, 4th ed., 2017.
- **Analytical tool/SPSS:** A statistical software package and available in the PC labs on campus, e.g., Lori. Students will be using SPSS extensively to complete various assignments, including project analysis and reporting.

COURSE DESCRIPTION:

Business research (aka Marketing Research) is an important tool in the real world of business and marketing management. It is a systematic inquiry of challenges facing businesses in the real world in order to provide information that guides managerial decision making. This course will equip students with a comprehensive and hands-on understanding of marketing research concepts and methods using real-world and live projects. This project-based approach is designed to provide students with experience in formulating and conducting relevant and meaningful marketing research projects that they can call their own, i.e., becomes a part of their skills portfolio. Because this course takes a live project-based or hands-on approach, the enhancement of students' ability to apply marketing research concepts and techniques in the real world marketing situations is of paramount importance. Student's work throughout the semester should show strong and coherent evidence of the learning goals, embodied primarily in the writing and thinking they do.

LEARNING GOALS:

Assuming that a student is a participant in class, speaks to the instructor, and do the reading and required work, by the end of this course, students will be able to:

1. Understand the usefulness of marketing research as a management tool in the real world,
2. Define research questions based on challenges or dilemmas faced by managers and business owners,
3. Develop research hypotheses to address challenges business owns and managers face, and develop appropriate research design to reflect the research hypotheses,
4. Understand the survey research techniques, and develop and implement survey instruments,
5. Evaluate quality and characteristics of primary data and then carry out statistical and descriptive analyses using statistical software, such as SPSS, and
6. Present scientific research-based oral and written reports.

ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:

Format: Class meetings will consist of lectures, discussions, and lab sessions (for both theory and applications). Students are strongly encouraged to participate actively, and are responsible for the material in reading assignments. Students will spend most of their time on doing the "live" project. Students will have to participate in every class in order to learn and complete the "live" project. Because this is a hands-on project-based course, students must learn how to work in teams, present coherent oral and written reports, and are responsible for the material assigned. Three 80 minute periods.

Assessment: To evaluate student understanding and progress, the principal instrument is the successful completion of the hands-on marketing research project. Several interim presentations during the semester lead to a final presentation at the end of the semester by each team. There is typically no in-class examination in this course; however, a comprehensive examination (typically take-home) is administered at the end of course work. There may also be home work and quizzes during the semester based on both theory (text book) and lab (using SPSS to analyze marketing research data).

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

COURSE SCHEDULE:

COURSE SCHEDULE/TOPICAL OUTLINE¹: Spring 2019

<u>DATE</u>	<u>TOPICS</u>	<u>ASSIGNMENTS (in addition to the research project report)²</u>
Week 1: 1/23/19	Marketing Research for Managerial Decision Making	Finalize market research teams
Week 2: 1/30/19	The Marketing Research Process	Teams develop marketing research project ideas.
Week 3: 2/6/19	Secondary data, Lit review, and Hypotheses	Teams develop marketing research project ideas (contd.)
Week 4: 2/13/19	Exploratory and observational research	Develop draft research proposals and work plan
Week 5: 2/20/19	Descriptive and causal research design	Develop draft research proposals and work plan (contd.)

Week 6: 2/27/19	Sampling	Determine project sample size
Week 7: 3/6/19	Measurement and scaling	Develop survey instrument
Week 8: 3/13/19	Designing the questionnaire (Survey)	Develop survey instrument (contd.)
Week 9: 3/20/19	Qualitative data analysis	Pre-testing and revising survey instrument. Start of data collection.
Week 10: 3/27/19	Preparing data for quantitative analysis	Wrap data collection. Clean data.
Week 11: 4/3/19	Basic data analysis for quantitative research	Data analysis. Prepare draft report.
Week 12: 4/10/19	SPSS	Prepare report (contd.)
Week 13: 4/17/19	Examining relationships in quantitative research	Prepare report (contd.)
Week 14: 4/24/19	SPSS	Finalize report
Week 15: 5/1/19	Communicating research findings (Written and oral reports)	Oral presentation. Written report finalize and submit.

¹ Subject to change as deemed necessary.

² Subject to change as deemed necessary.

FINAL EXAM/PAPER DATE AND TIME

Online Final exam Schedule: <http://finalexams.rutgers.edu/>

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.

- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.