

GEORGIA COLLEGE & STATE UNIVERSITY COURSE SYLLABUS

Research Project Business Analytics

Semester:	Spring	Year:	2023
Course Title:	Research Project Business Analytics	Course #:	MMIS 6299
Instructor:	Dr. Bryan Marshall	Office:	Online
E-Mail:	bryan.marshall@gcsu.edu	Office Hours:	Online (email)
Phone:	Online		
Class Time:	Online		
Classroom:	Online		

Catalog Description

Prerequisite: MMIS 6198 and college-level statistics. An applied MMIS research course. In-depth analysis of current research trends in MMIS, research methodologies, data acquisition and analysis, and research findings reporting. Students will be required to conduct an MMIS research project.

Course Outcomes

Each student will:

1. Understand the research process
2. Develop a problem statement
3. Collect research data
4. Analyze the data
5. Report on findings

Grading (1000 pts)

A	900 – 1000 pts
B	800 – 899 pts
C	700 – 799 pts
D	600 – 699 pts
F	Less than 599

Point Values

A1 - Problem Statement	50 pts
A2 - Library	50 pts
A3 - Lit Review	150 pts
A4 - Survey Development	100 pts
A5 - Data Collection	100 pts
A6 - Interpreting Results	100 pts
A7 - Writing Center	50 pts
A8 - Final Paper	200 pts
A9 - Review	100 pts
A10 - Revision	100 pts

Desire2Learn

The class assignments/grades are managed through D2L.

ALL OF YOUR ASSIGNMENTS WILL BE UPLOADED AND GRADED ON D2L!!!

Common Syllabus Requirements

All common statements for this syllabus are found at

<http://www.gcsu.edu/business/docs/GCRequiredSyllabusStatements.docx>

Required Textbook

Introduction to Research in Education (9781337566001) by Ary, Jacobs, Irvine, and Walker (10th Ed) 2018

Deviations from schedule may be necessary. This is just a course outline.

Module	Weeks	Topic	Material	Due
1	2 weeks 1/9 – 1/22	Overview of Research	Chapter 1 and Chapter 2	
2	1 week 1/23 – 1/29	Problem Statement and Library	Chapter 3	A1 A2
3	3 weeks 1/30 – 2/19	Literature Review	Chapter 4	A3
4	3 weeks 2/20 – 3/12	Survey Research	Chapter 5 and Chapter 13	A4 A5
5	2 weeks 3/20 – 4/2	Analysis	Chapter 6, Chapter 7, and Chapter 14	A6
6	2 weeks 4/3 – 4/17	Writing Center		A7 A8
7	2 weeks 4/18 – 4/30	Paper Reviewing		A9 A10
8	1 week 5/1 – 5/5	Submission		