

**MIDSTATE COLLEGE**  
**411 W. NORTHMOOR RD. PEORIA, IL 61614**  
**(309) 692-4092 (800) 251-4299**

**Summer 2019**

**Course:** BUS 395 Business Research Project

**Credit:** 4 Quarter Hours

**Method of Delivery:** eLearning with on-campus components

**Course Description:**

The research project is designed to enhance the knowledge in an area related to one's work and to provide research skills to assist in effective decision-making. Students will choose a topic, locate the resources, and conduct interviews. Students will report on the knowledge gained from the synthesis of the research on the chosen topic. The project will provide an opportunity to improve research skills, gather data, and synthesize that data toward workable conclusions. The student will complete a research project related to his/her employment environment. Statistical analysis concepts and methods will be utilized in data collection and measurement of results. The project will be monitored by the course instructor and will involve 160 clock hours. An oral report of the project findings will be given by each student to a Business Department faculty panel.

**Prerequisite(s):** Recommended during last term of program or consent of Program Director.

**Text(s) & Manual(s):** n/a

**Author(s):** n/a

**Publisher:** n/a

**Materials Needed for the Course:**

Additional Supplies: information provided by instructor.

Hardware/Software and Equipment: a student must meet the minimum eLearning system requirements as stated in the Student eLearning Guide.

Learning Objectives:

Upon completion of this course, the student will be able to:

- 1.) Demonstrate knowledge of business concepts and tools
- 2.) Design and apply the tool(s) to conduct effective research
- 3.) Evaluate and Analyze data collected
- 4.) Determine effective path for implementation
- 5.) Present research findings
- 6.) Justify the findings through both written and oral communication

**Midstate Grading Scale:**

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

**Academic Integrity:**

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

**Plagiarism:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to

reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

### **Student Success and Tutoring:**

Contact Student Success: Room 110; (309) 692-4092, ext. 1100;  
studentsuccess@midstate.edu;

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

### **Instructor Information:**

**Instructor:** Nick Fowler, MBA

**Midstate e-mail:** njfowler@midstate.edu

**Cell Phone:** 309-253-8777 (text preferred)

**Office Phone:** 309-692-4092 ext. 2280

**Office Hours:** Office located in Room 228. I am on campus Monday through Thursday (and often Friday), and can meet with students at any time (in person or digitally). Please call or email and make an appointment to avoid any schedule conflicts.

### **Policies and Procedures:**

**1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to

notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

**2. All Writing Assignments:** “All writing” includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. All writing, unless I indicate otherwise, must be typed in Microsoft Word, using 12 point font, 1” margins, and double spaced. These assignments will supplement the textbook, additional readings, and online lectures to further your understanding and application of course material. Assignments may be turned in online via Turnitin (our online plagiarism scanning, grammar rating, and instructor feedback software). Late papers will not be accepted (see above policy on late work). I expect college-level writing, appropriate for the level of class this is, and all writing will be will be graded on spelling and grammatical errors (run-on sentences, punctuation, etc) in addition to content.

**3. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. I expect every student to do their own work and understand what constitutes cheating and/or plagiarism. Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism and cheating.

**4. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Moodle Rooms, in class, and/or via email.

**Participation Requirements:**

Students are expected to follow the week-to-week benchmarks to assist you with your research project. If a student is having difficulty completing the week-to-week steps inform the instructor and discuss your situation.

**Examination Information:** there are no examinations given in this course.

**Methods of Evaluating Student Performance:**

The student will be completing ten areas over twelve weeks which will assess student performance. These areas are listed within the Instructor’s Grading Scale.

**Instructor’s Grading Scale:**

Assignments	Points Available
Discussion Post	5
Resource & Time Documented	10

Business Plan Proposal	10
Data Methods	5
Identification of Participants	5
Final Results (Data Collection)	10
Works Cited	5
Business Plan-DRAFT	5
Powerpoint Slideshow	5
Business Plan	20
Presentation	20
<b>TOTAL Points Available</b>	<b>100</b>

### **Barbara Fields Memorial Library**

Contact Information:

Librarian: Jane Bradbury

Location: Room 403

Phone: (309) 692-4092 ext. 4030

Fax: (309) 692-3893

Email: [library@midstate.edu](mailto:library@midstate.edu)

### **Library Hours:**

Monday – Thursday 8:00 a.m. – 8:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

### **Research Guides**

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. *Plus* you'll find links to websites, videos, tutorials, and more!

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Access the Business Research Guides at this location:  
<http://midstate.libguides.com/business> or, follow the steps below:

1. Visit [www.midstate.edu](http://www.midstate.edu)
2. Click on Library Resources at bottom of page
3. Click on “Click the Cloud!” (in light blue color in middle of page)

### **Week-by-Week**

#### **Week One:**

Topic: Introductions

Learning Objectives: Upon completion of this week, the student will be able to:

1. Read and understand syllabus
2. Introduce yourself and outline expectations
3. Research different types of businesses for business plan

Assignments:

Discussion Post:  
Introduce yourself and outline expectations

#### **Week Two: ON CAMPUS SESSION**

Topic: Business Selection

Learning Objectives: Upon completion of this week, the student will be able to:

1. Identify a business for the business plan
2. Continue research on identified business
3. Accurately document resources
4. Begin to identify research tools based on the information you need to gather.

Assignments:

- Submit proposal for business/industry for business plan
- Accurately document resources (minimum of 2 sources) and time spent on research – 1 page minimum requirement. Please see course site for details prior to submitting assignment.

#### **Week Three:**

Topic: Research and Tools To Collect Data

Learning Objectives: Upon completion of this week, the student will be able to:

1. Continue research on identified business
2. Accurately document resources

3. Begin identifying participants for research tool usage
4. Start to outline required sections of the business plan

Assignments:

- Accurately document resources (minimum of 2 sources) and time spent on research – 1 page minimum requirement. Please see course site for details prior to submitting assignment.
- Identify the method(s) for gathering data and the purpose of selecting the tool (s). 1-2 paragraphs (minimum)

**Week Four:**

Topic: Data Collection Process

Learning Objectives: Upon completion of this week, the student will be able to:

1. Identify participants you will utilize to collect data. See course site for details prior to submitting assignment.
2. Accurately document resources

Assignments:

- Submit the number of participants identified and your selection method.
- Accurately document resources (minimum of 2 sources) and time spent on research – 1 page minimum requirement. Please see course site for details prior to submitting assignment.

**Week Five:**

Topic: Collect Data

Learning Objectives: Upon completion of this week, the student will be able to:

1. Collect data
2. Begin to analyze data

3. Accurately document resources and time spent on plan

Assignments:

- Accurately document resources (minimum of 2 sources) and time spent on research – 1 page minimum requirement. Please see course site for details prior to submitting assignment.

**Week Six: ON CAMPUS SESSION**

Topic: Data Analysis

Learning Objective: Upon completion of this week, the student will be able to:

1. Analyze data collected
2. Accurately document resources and time spent on research project

Assignments:

- Provide final results from the data collection process . Please see course site for details prior to submitting assignment. ( 1 page minimum)
- Accurately document resources (minimum of 2 sources) and time spent on research – 1 page minimum requirement. Please see course site for details prior to submitting assignment.

**Week Seven:**

Topic: Business Plan

Learning Objectives: Upon completion of this week, the student will be able to:

1. Finish conducting the research
2. Populate sections of the business plan.
3. Accurately document resources and time spent on research project

Assignments:

- Submit works cited page (to date). You are welcome to add to it prior to submitting your final plan.

**Week Eight:**

Topic: Business Plan Draft

Learning Objectives: Upon completion of this week, the student will be able to:



1. Appraise data for effectiveness. Such as: number of final participants, average age of participant, relevant demographic data, and other pertinent statistical analysis.
2. Populate business plan.

Assignments:

-Submit a draft of the business plan

### **Week Nine:**

Topic: Powerpoint Slides

Learning Objectives:

Upon completion of this week, the student will be able to:

1. Create a meaningful powerpoint slideshow for the presentation. Please see course site prior to submitting assignment.
2. Create effective means of communicating research findings
3. Continue to work on business plan.

Assignments:

- Submit powerpoint slideshow.

### **Week Ten:**

Topic: Continue progress

Learning Objectives:

Upon completion of this week, the student will be able to:

1. Finish the business plan.

Assignments:

- Submit final business plan

### **Week Eleven: ON CAMPUS SESSION**

Topic: Presentation

Learning Objectives:

Upon completion of this week, the student will be able to.

1. Present business plan. Please see course site to find out presentation location/time.
2. Submit your final research project

3. Accurately document time spent on research project

Assignments:

- Presentation

**Week Twelve:**

Topic:

Grades

Learning Objectives:

Upon completion of this week, the student will be able to:

1. Address issues potentially raised by faculty during presentation.

Assignments:

-Submit any rework requested prior to the deadline provided before/during presentation.