Eastern Illinois University  
New Course Proposal  
BUS 4555, HONORS RESEARCH

1. Catalog description in the style of the University Catalog, showing
   a) Course Number: BUS 4555  
   b) Title: Honors Research  
   c) Meeting times and credit: (3-0-3)  
   d) Term(s) to be offered: On demand  
   e) Short title: Hon Ind Study  
   f) Course description: Study of business research methods and processes including defining research problems, collecting and analyzing data. Students will conduct a literature review and prepare a research proposal. Prerequisites: Admission to the Business Honors Program and approval of department honors coordinator.  
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   h) Initial term of course offering: Spring 2007

2. Student Learning Objectives and Evaluation
   a) Upon successful completion of the course, students will be able to:
      1. Discuss the stages of the business research process and ethical issues related to the process;
      2. Identify the major business research strategies and the factors affecting research design;
      3. Critically review the literature related to a business research topic;
      4. Compare and contrast the different sources and methods of business data collection;
      5. Analyze qualitative and quantitative business research data;
      6. Prepare and present a business research proposal.
   b) Indicate how students’ achievement of the stated objectives will be assessed and grades will be earned:

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<tr>
<th>Learning objective</th>
<th>Written assignments 20-40%</th>
<th>Exams and/or quizzes 20-40%</th>
<th>Written proposal 20-50%</th>
<th>Oral presentation 10-25%</th>
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c) Not a technology-delivered course.

d) Not applicable.

e) Not applicable.
3. Outline of the Course
   a) Specify units of time for each major topic.

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<th>Weeks</th>
<th>Topic</th>
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   | 1.5   | • Nature of business research  
   |       | • Overview of the research process  
   |       | • Ethics in business research  |
   | 1.5   | • Formulating the research topic  
   |       | • Literature review  
   |       | • Research strategy and design  |
   | 2.5   | • Sources and collection of data  
   |       | ▪ Qualitative and quantitative data  
   |       | ▪ Secondary and primary data  
   |       | ▪ Methods of primary data collection  |
   | 1     | • Measurement and scaling  |
   | 1     | • Sampling  |
   | 1.5   | • Using statistical software  
   |       | • Data preparation  
   |       | ▪ Editing  
   |       | ▪ Coding and data entry  |
   | 4     | • Quantitative data analysis  
   |       | ▪ Hypothesis testing  
   |       | ▪ Measures of association  
   |       | ▪ Multivariate analysis  |
   | 1     | • Qualitative data analysis  
   |       | ▪ Categorizing data  
   |       | ▪ Analytical procedures  
   |       | ▪ Using computers to analyze qualitative data  |
   | 1     | • Presentation of data (oral and written)  |

   b) Not applicable.

4. Rationale
   a) Purpose and need: This new course is part of a package of course proposals to support the newly created Business Honors Program. Completion of this course or BUS 4444 Honors Independent Study is a requirement of the program as preparation for BUS 4644 Honors Thesis.

   b) Justification of the level of the course and of course prerequisites: Course level is established by the Honors College. The prerequisites are needed to limit enrollment to business honors students.

   c) Similarity to existing courses:
      (1) Other departments on campus have research and research methods courses; however, this course is the only undergraduate course focusing on business research methods.
      (2) Not applicable.
d) Impact on Program(s):
   (1) Completion of this course or BUS 4444 Honors Independent Study is a requirement of the Business Honors Program.
   (2) Not applicable.

5. Implementation
   a) Faculty member(s) to whom the course may be assigned. School of Business tenured or tenure-track faculty members.
   b) No additional costs are anticipated.

6. Community College Transfer

   A community college course will not be accepted as a substitute.

7. Date approved by School of Business Curriculum Committee: __January 18, 2006________

8. Date approved by the Lumpkin College of Business and Applied Sciences Curriculum Committee: __March 6, 2006_______

9. Date approved by the Honors Council: __March 23, 2006____

10. Date approved by CAA __April 13, 2006___