| **PROFESSOR:** | **PHONE NUMBER:** |
| --- | --- |
| **OFFICE LOCATION:** | **E-MAIL:** |
| **OFFICE HOURS:** | **SEMESTER:** |

1. **COURSE NUMBER AND TITLE, CATALOG DESCRIPTION, CREDITS:**

**GEB 2910 – UNDERGRADUATE RESEARCH - BUSINESS (1 CREDIT)**

This course is designed to foster critical thinking skills and to develop the research skills necessary to conduct rigorous inquiry into business topics. Part of developing any business or new entrepreneurial venture involves being able to conduct both qualitative and quantitative market research to determine needs for the service or product under consideration. In this 1-credit offering, students will work to learn research skills pertinent to business development, so that they have the needed skills in research to use in exploring new business ventures.

1. **PREREQUISITES FOR THIS COURSE:**

ENT 2012 with a grade of C or better.

**CO-REQUISITES FOR THIS COURSE:**

None

1. **GENERAL COURSE INFORMATION:** Topic Outline.

• Identifying common research methodologies and approaches in business.

• Developing common research methodolgies and approaches for business.

• Exploring various research databases and tools relating to business development.

• Applying research modalities to at least one pertinent business development project.

1. **All courses at Florida SouthWestern State College contribute to the general education program by meeting one or more of the following general education competencies:**

**C**ommunicate clearly in a variety of modes and media.

**R**esearch and examine academic and non-academic information, resources, and evidence.

**E**valuate and utilize mathematical principles, technology, scientific and quantitative data.

**A**nalyze and create individual and collaborative works of art, literature, and performance.

**T**hink critically about questions to yield meaning and value.

**I**nvestigate and engage in the transdisciplinary applications of research, learning, and knowledge.

**V**isualize and engage the world from different historical, social, religious, and cultural approaches.

**E**ngage meanings of active citizenship in one’s community, nation, and the world.

**A.**  **General Education Competencies and Course Outcomes**

1. Integral General Education Competency: **Research**

Course Outcomes or Objectives Supporting the General Education Competency Selected:

* Students will explore research tools and evaluate which would be most helpful for their project.
* Students will evaluate information and draw meaningful inferences from credible sources.
* Students will use an appropriate citation style to correctly document sources in a bibliography and/or text with minimal errors in formatting the citations.

**B.** **Other Course Objectives/Standards**

3.General Education Competency**: Think**

* Students will demonstrate that they can evaluate various research tools and think through the efficacy and benefits of particular databases and other tools in pursuit of their business development projects.
* Critically examine inputs, methodologies, evidence, and results; apply benefit analysis to tools selected.

Course Outcomes or Objectives Supporting the General Education Competency Selected:

* Demonstrate various research tools explored by communicating clear application of various tools to the student project.
* Justify which database is being used – what is the cost/benefit analysis to the proposed business venture.

1. **DISTRICT-WIDE POLICIES:**

**Programs for Students with Disabilities**

Florida SouthWestern State College, in accordance with the Americans with Disabilities Act and the College’s guiding principles, offers students with documented disabilities programs to equalize access to the educational process. Students needing to request an accommodation in this class due to a disability, or who suspect that their academic performance is affected by a disability should contact the Office of Adaptive Services at the nearest campus. The office locations and telephone numbers for the Office of Adaptive Services at each campus can be found at <http://www.fsw.edu/adaptiveservices>.

**REPORTING TITLE IX VIOLATIONS**

Florida SouthWestern State College, in accordance with Title IX and the Violence Against Women Act, has established a set of procedures for reporting and investigating Title IX violations including sexual misconduct.  Students who need to report an incident or need to receive support regarding an incident should contact the Equity Officer at [equity@fsw.edu](mailto:equity@fsw.edu).  Incoming students are encouraged to participate in the Sexual Violence Prevention training offered online.  Additional information and resources can be found on the College’s website at <http://www.fsw.edu/sexualassault>.

1. **REQUIREMENTS FOR THE STUDENTS:**

List specific course assessments such as class participation, tests, homework assignments, make-up procedures, etc.

1. **ATTENDANCE POLICY:**

The professor’s specific policy concerning absence. (The College policy on attendance is in the Catalog, and defers to the professor.)

1. **GRADING POLICY:**

Include numerical ranges for letter grades; the following is a range commonly used by many faculty:

| 90 - 100 | = | A |
| --- | --- | --- |
| 80 - 89 | = | B |
| 70 - 79 | = | C |
| 60 - 69 | = | D |
| Below 60 | = | F |

(Note: The “incomplete” grade [“I”] should be given only when unusual circumstances warrant. An “incomplete” is not a substitute for a “D,” “F,” or “W.” Refer to the policy on “incomplete grades.)

1. **REQUIRED COURSE MATERIALS:**

(In correct bibliographic format.)

1. **RESERVED MATERIALS FOR THE COURSE:**

Other special learning resources.

1. **CLASS SCHEDULE:**

This section includes assignments for each class meeting or unit, along with scheduled Library activities and other scheduled support, including scheduled tests.

1. **ANY OTHER INFORMATION OR CLASS PROCEDURES OR POLICIES:**

(Which would be useful to the students in the class.)