

Syllabus

CMHT 5400 – Fall 2021 Research Applications in Merchandising & Hospitality Management

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Course Description	Application of statistical techniques to the problems of merchandising or hospitality industries. Emphasis is on conceptualizing problems, analyzing and interpreting quantitative information.
Course Objectives	<ol style="list-style-type: none">1. Understand how statistics are applied to merchandising or hospitality management.2. Identify and use proper statistical procedures to solve problems.3. Interpret data for implications for merchandising or hospitality industries.4. Enhance critical and analytical thinking skills by employing appropriate statistical software tools (SPSS) to achieve objectives or test hypotheses, by interpreting data accurately, and by providing practical implications to merchandising or hospitality businesses.
Required Text	Salkin, Neil, J. Statistics for people who (think they) hate statistics (Edition 6 th). Thousand Oaks, CA, USA: Sage.

Class Timings and Location for Fall 2021:

Thursdays	5:30 PM to 8:20 PM
Location	Chilton Hall #388 Lab

Office Hours for Fall 2021:

Tuesdays	1:00 PM ~ 3:00 PM
Thursdays	3:00 PM ~ 5:00 PM

COURSE POLICIES & GENERAL INFORMATION

The success of your experiences in this course depends on your presence, preparation, and participation. All students are responsible for materials covered in class, assigned readings, and class projects.

1. ATTENDANCE

- Attendance will be taken each week.
- Repeated Absences or Late Arrivals: If a student **misses three times** or arrives late several times during the semester, the **instructor will drop the student** from the course with a W or WF. Late arrivals and early departures will be considered a half of an absence. No exceptions other than those that are UNT policy will be made, therefore attendance is very important.

2. COMPLETION OF WORK AND MAKEUP WORK

- All course work must be completed before the beginning of class on the date indicated in the assignment.
- All late assignments will be reduced 10 percent per each calendar day late beginning immediately after the assignments are due, including weekends.
- Cheating/Plagiarism/using the work of other students or from external sources without attribution on smaller graded activities, like SPSS assignments, will result in a “0” for that graded activity.
- Cheating/Plagiarism/using the work of other students or from external sources without attribution on major activities like the Research Project and Exams is taken very seriously and will result in an “F” for the course and/or additional disciplinary proceedings, including expulsion from the university.

3. DISABILITIES ACCOMODATION

The College of Merchandising, Hospitality & Tourism cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have not registered with ODA, we encourage you to do so. If you have a disability for which you will require accommodation, please present your written Accommodation Request on or before the 4th class day and make an appointment with the instructor to discuss your needs.

4. CMHT – IT Resources

CMHT-IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 8:00AM – 9:00PM
Tuesday: 8:00AM – 9:00PM
Wednesday: 8:00AM – 9:00PM
Thursday: 8:00AM – 9:00PM
Friday: 8:00AM – 1:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or visit us on Zoom helpdesk at unt.zoom.us/j/268838628 or give us a call at (940) 565-4227.

CMHT Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here:

<https://cmht.unt.edu/vmware-virtual-lab>.

The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

5. COURSE REQUIREMENTS & GRADE CRITERIA

1. RESEARCH PROJECT (100 pts)

- Students, in teams of two or three, must work on a research project. Students can work on their own projects.
- Students can also work with a professor to complete a project that a professor may have already initiated.
 - Grade then is for your “**value addition**” to the work of the professor.
- **Literature review** – Build on what the professor may already have done.
- **Questionnaire development** - Work with your instructor and major professor.
- **Data collection** - Collect data from at least 200 cases. The larger, the better.
- **Data input** - Use SPSS to input data.
- **Data analysis** - Use SPSS to run **full range** of data analysis with statistics.
- **Data interpretation** - Interpret the numbers into meaningful results.
- **Implications** - Provide practical implications to the industry, researchers, and/ or educators.
- **Report** - Need a written paper* (100 pts).

Evaluation Criteria – Written

Topic	Possible Points	Earned Points
Literature review, citations, reference list in APA	10	
Research objectives/Hypotheses	5	
Sample – How many? Collection method?	5	
Instrument – Data types? Response formats?	5	
Description of Sample	5	
Statistical Analysis – What statistics? Why? How? Identification of independent and dependent variables, appropriate use of full range of statistical tests	20 Or 25	
Discussion – Tables? Linkage of tables with narrative?	30	
Conclusions, Limitations, and Implications	10	
Appendix A – Survey Instrument (5 points Only for independent development)	0 or 5	
Format – Pagination, length (15 to 20 of double-spaced material), cover page, spelling/grammar	5	
TOTAL	100	

Please include a Flash Drive with paper + Survey+ SPSS data file with your hardcopy. If working on a professor-initiated project, include a detailed note on your “value- addition,” counter-signed by professor.

2. EXAMS - Cover text, readings, and lectures (2 X 100 = 200 pts)

- **Exam 1** – Open Book-Take-Home Exam
- **SPSS Lab Exam** - split into Part A and Part B over 2 class sessions.
- **Pop Quiz** – The instructor reserves the right to give pop quizzes and change the grading schedule accordingly!

3. HOMEWORK – SPSS ASSIGNMENTS (50 pts)

- a. Submit SPSS lab assignments in a timely manner.
(5 assignments x10 points each = 50 Points).

Assignments given on Thursday evenings. Electronic submission by email to josiamb@unt.edu **due by Sunday midnight!**

1. Submitted on Monday = -2 per assignment
2. Submitted on Tuesday = -3 per assignment
3. Submitted after Tuesday = -5 per assignment
4. Submission of fully corrected and revised assignment is due by Friday of following week. If **not** done = - 5 **penalty**.

4. GRADING SCALE

<u>COURSE COMPONENTS FOR GRADE</u>		
ITEM	POINTS	YOUR SCORE
Exam One	100	
Lab Exam	100	
Research Project Paper	100	
SPSS Assignments	50	
TOTAL	350	

<u>FINAL GRADE PERCENTAGES AND POINTS</u>		
A	315 - 350 points	90 - 100%
B	280 - 314 points	80 - 89%
C	245 - 279 points	70 - 79%
D	210 - 244 points	60 - 69%
F	below 210 points	below 60%

Revisions: The instructor reserves the right to revise this syllabus and list of requirements when, in his judgment, such revisions will benefit the achievement of course goals and objectives.

This semester - Fall 2021 there is a high probability that all classes could move 100% On-line to Synchronous Zoom -you will be notified of any consequent changes in the class flow and structure.

TENTATIVE CLASS SCHEDULE – FALL 2021 (Subject to Change!!)	
Date	Chapter
August 26	Introduction Formation of presentation/project groups
September 2	Student presentations – 2
September 9	Student presentations – 2
September 16	Sampling Design, Issues in Survey Design,
September 23	Types of Data/Measurement Levels, Reliability & Validity
September 30	Measures of Central Tendency – Mean, Median, Mode, Standard Deviation, Variance, Normal Distribution, Normal Curve
October 7	Type I & II Errors; Nature of Causal Relationships The SPSS Environment – SPSS LAB Exploring Data, Coding, Data Input, and Basics Descriptive Statistics, Central Tendency, Graphs
October 14	SPSS lab – CROSSTABS with Chi-square
October 21	SPSS lab – One-Way ANOVA Take-Home Exam 1 handed out
October 28	SPSS lab – CORRELATION
November 4	SPSS lab – MULTIPLE REGRESSION
November 11	SPSS lab – RELIABILITY & FACTOR ANALYSIS
November 18	SPSS lab – Catch up! + Work on Sample Lab Exam 1 Take-Home Exam 1 due
November 25	Thanksgiving Break! No Class – UNT Closed!
December 2	Research Project: <u>Written Paper turned in</u> In-class SPSS Lab Exam – Part 1 CROSSTABS, Graphs, ANOVA Early start at 4.00 PM
December 9	In-class SPSS Lab Exam – Part 2 – CORRELATIONS, REGRESSION, RELIABILITY & FACTOR ANALYSIS Early start at 4.00 PM