

Syllabus

CMHT 5400 – Spring 2020 Research Applications in Merchandising & Hospitality Management

Instructor	Bharath M. Josiam, Ph.D. Professor -Hospitality & Tourism 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	Salkind, Neil, J. (2014). Statistics for people who (think they) hate statistics (5 th). Thousand Oaks, CA, USA: Sage.

Class Timings and Location for Spring 2020:

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

Office Hours for Spring 2020:

Monday	2:00 PM ~ 4:00 PM
Wednesday	2:00 PM ~ 4:00 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 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 on any graded activity will result in a 0 for that graded activity.

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. GENERAL ACCESS LABS – UNIVERSITY COMPUTING

Computers are available, with your student ID, throughout campus. Word processing and the SPSS statistical software are available in most labs on campus. The main computer lab in Chilton 255 is open:

Monday thru Thursday – 24 hours
Friday – Close at 6:00 P.M
Saturday - 7:00 A.M. to 6:00 P.M., and
Sunday – Open at Noon.

5. COURSE REQUIREMENTS & GRADE CRITERIA

1. RESEARCH PROJECT (100 pts)

- Students, (in teams of 2 or 3, or as individuals), must work on a research project.
- 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 <u>full range</u> 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 <u>Only</u> 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 USB Flash Drive with survey, paper, and 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 (3 * 100 = 300 pts)

- Two take-home exams
- One in-class SPSS lab exam on Final Exam day
- 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 Monday evenings. Electronic submission by email to josiamb@unt.edu due by **Thursday midnight!**
1. Submitted on Friday = - 2 per assignment
 2. Submitted on Saturday = -3 per assignment
 3. Submitted on Sunday = -4 per assignment
 4. Submitted after Monday = -5 per assignment
 5. Submission of fully corrected and revised assignment is due by Monday of following week. If **not done = - 5 penalty.**

4. GRADING SCALE

<u>COURSE COMPONENTS FOR GRADE</u>		
ITEM	POINTS	YOUR SCORE
Exam One	100	
Exam Two	100	
Lab Exam	100	
Written Paper	100	
SPSS Assignments	50	
TOTAL	450	

FINAL GRADE PERCENTAGES AND POINTS

A	405 - 450 points	90 - 100%
B	360 - 404 points	80 - 89%
C	315 - 359 points	70 - 79%
D	270 - 314 points	60 - 69%
F	below 270 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.

TENTATIVE CLASS SCHEDULE – Spring 2020 (Subject to Change!!)	
Date	Chapter
January 13	Introduction Formation of presentation/project groups
January 20 -	University Holiday for MLK Day – No Class
January 27	Student presentations – 2
February 3	Student presentations – 2
February 10	Sampling Design, Survey Design, Types of Data/Measurement Take-Home Exam 1 handed out
February 17	Reliability and Validity; Measures of Central Tendency – Mean, Median, Mode, Standard Deviation, Variance, Normal Curve
February 24	Hypothesis Testing, Type I & II Errors Nature of Causal Relationships
March 2	The SPSS Environment – SPSS LAB - Exploring Data, Coding, Data Input, and Basics Descriptive Statistics, Central Tendency, Graphs Take-Home Exam 1 Due – Thursday – March 5th
March 9	UNT SPRING BREAK – UNIVERSITY CLOSED
March 16	Categorical Data - CROSSTABS with Chi-square
March 23	Comparing Several Means - SPSS lab – One-Way ANOVA Take-Home Exam 2 handed out
March 30	SPSS lab – CORRELATION
April 6	SPSS lab – MULTIPLE REGRESSION
April 13	SPSS lab - RELIABILITY, FACTOR ANALYSIS
April 20	SPSS lab – Review and Catch-up Day Work on sample SPSS Lab Exams Take-Home Exam 2 Due
April 27	SPSS lab – In-class SPSS lab exam – Part 1 – CROSSTABS, Graphs, ANOVA Research Project: <u>Written Paper turned in Thursday, April 30</u>
May 4	In-class SPSS lab exam – Part 2 – CORRELATIONS, REGRESSION, RELIABILITY & FACTOR ANALYSIS Early start at 4.00 PM