Syllabus

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

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Instructor	Bharath M. Josiam, Ph.D. Professor Hospitality & Tourism Management
Office	Chilton Hall #343 D – **Available only online this semester!!!**
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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	1. Understand how statistics are applied to merchandising or hospitality and tourism management. 2. Identify and use proper statistical procedures to solve problems. 3. Interpret data for implications for merchandising or hospitality and tourism 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 and tourism businesses.
Required Text	Salkin, Neil, J. Statistics for people who (think they) hate statistics (Edition 6th). Thousand Oaks, CA, USA: Sage. Previous editions will work too.

Class Timings and Location for Spring 2021

Mondays	**5:30 PM to 8:20 PM**
Location	**ZOOM – Remote & Synchronous**

Office Hours for Spring 2021: By appointment Online/Zoom

Course Format:
Three hours ZOOM lecture/discussion, and various in-class SPSS exercises

COURSE POLICIES & GENERAL INFORMATION

The success of your experiences in this course depends on your presence, preparation, and participation. Students are responsible for materials, activities, and assignments.

1. ATTENDANCE

- **For our online class – please log-in into ZOOM by 5.20 PM and remain online till class is dismissed**
- Attendance will be taken each week. Your attendance and participation on ZOOM is recorded and will be utilized to mark attendance.
- 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 in a confidential manner.

4. GENERAL ACCESS LABS – UNIVERSITY COMPUTING

Computers are available, with your student ID, throughout campus. SPSS statistical software is available in most labs on campus – please check online about lab timings and other access issues.

- **CMHT now offers daily loan of laptops to students – please contact our IT support for this.**
- **Students should download SPSS software on their personal computers** – this has been made available for free for the semester!!

5. COURSE REQUIREMENTS & GRADE CRITERIA

1. RESEARCH PROJECT (100 pts)

- Students, in teams of two/three or Four, **must** work on a research project. Students can work on their own projects on an individual basis.
- 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 **0r** 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**	

Paper will be submitted online through CANVAS – Assignments. Please include clearly labelled documents for a) Your paper + b) Survey + C) SPSS data file. If working on a professor-initiated project, include a detailed note on your "value-addition," counter-signed by your professor.

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

- **Exam One** - take-home exam, submitted online through CANVAS
- **SPSS Lab Exam** in-class/online ZOOM/CANVAS, split into Part A and Part B over 2 class sessions.

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 through CANVAS – Assignments **due by Friday midnight**!

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

4. GRADING SCALE

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

FINAL GRADE PERCENTAGES AND POINTS		
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.

TENTATIVE CLASS SCHEDULE – SPRING 2021 (Remote & Synchronous on ZOOM - Subject to Change!!)	
Date	**TOPICS**
January 11	Introduction Formation of presentation/project groups
January 18	**University Holiday for MLK Day – No Class**
January 25	**Student group presentations – 2**
February 1	**Student group presentations – 2**
February 8	Sampling Design, Issues in Survey Design
February 15	Types of Data/Measurement Levels, Reliability & Validity
February 22	Measures of Central Tendency – Mean, Median, Mode, Standard Deviation, Variance, Normal Distribution, Normal Curve
March 1	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
March 8	SPSS lab – **CROSSTABS** with Chi-square
March 15	SPSS lab – **One-Way ANOVA** ➢ **Take-Home Exam 2 handed out**
March 22	SPSS lab – **CORRELATION**
March 29	SPSS lab – **MULTIPLE REGRESSION**
April 5	SPSS lab - **RELIABILITY, FACTOR ANALYSIS**
April 12	SPSS lab - Work on Sample Lab Exam 1 ➢ **Take-Home Exam 2 due**
April 19	**Research Project: Turned in on-line** **In-class SPSS Lab exam – Part 1 CROSSTABS, Graphs, ANOVA** **Early start at 4.00 PM**
April 26	**In-class SPSS lab exam – Part 2 – CORRELATIONS, REGRESSION, RELIABILITY & FACTOR ANALYSIS** **Early start at 4.00 PM**