University of North Texas
College of Merchandising, Hospitality, and Tourism
Department of Hospitality and Tourism Management
CMHT 5400 Research Applications in Merchandising & Hospitality Management

1. Instructor Contact

Name: Dr. Xi Leung
Email: xi.leung@unt.edu
Office Location: Chilton 359G
Office Hours: Monday 2pm -3pm
or By appointment
Class Meetings: Monday 5:30-8:20pm
Class Location: Chilton 388

2. Course Description

Application of statistical techniques to the problems of merchandising or hospitality industries. Emphasis is on conceptualizing problems, analyzing and interpreting quantitative information.

3. Pre-requisites

There are no required prerequisites for this course.

4. Course Objectives

Upon successful completion of this course, the students will be able to:

- Understand how statistics are applied to merchandising or hospitality management.
- Identify and use proper statistical procedures to solve problems.
- Interpret data for implications for merchandising or hospitality industries.
- 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.

5. Required Materials

Timming, A. R. (2022). *Applied Statistics: Business and Management Research*. SAGE. https://us.sagepub.com/en-us/nam/applied-statistics/book248162

Other required materials & suggested readings will be posted on Canvas.

6. Technical Support

Student Helpdesk: Sage Hall 130; 940-565-2324; helpdesk@unt.edu

7. Technical Skill Requirements

Minimum technology skills for successful completion of this course include:

- Skills in using Microsoft Excel software
- Sending and receiving email
- Creating, sending, and receiving Microsoft Word documents
- Posting to discussion boards

- ❖ Opening and printing pdf files using free Adobe Acrobat Reader
- ❖ Navigating Canvas.

8. Course Expectations

1) Student Responsibilities

As a student in this course, you are responsible for:

- attending in-person classes.
- reading all required materials in a timely manner.
- completing all quizzes and exams, submitting all assignments in a timely fashion, and being up to date on any changes that may occur in the class schedule.
- working to remain attentive and engaged in the course and interact with your fellow students,
- assisting in maintaining a positive learning environment for everyone.

2) Course Requirements

- **Canvas** announcement and Student's **UNT email** are the primary communication methods besides class meeting. Please make sure you check your UNT email for any communication from the instructor.
- Students are using **Canvas** to submit assignments and take quizzes. Any **assignment submission through email** will **NOT** be accepted.
- Late submission will result in **a deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day). Assignments turned in electronically are to be submitted to Canvas **by 11:59pm** on the due date.
- The Instructor reserves the right to revise this syllabus, class schedule, and list of course requirements. Any major revisions will be distributed through Canvas Announcements. Requirements may be amended during the semester, which could affect the total number of possible points and/or their distribution. Final grade points would then change accordingly.

  - ***IMPORTANT:*** **The instructor will not respond to students' requests for giving extra credits after posting final grades. No Late assignment will be allowed in pre-final and final weeks.**

9. Course Assessments

Measurements	Points
(1) Exams: • Exam 1 & 2: 60 points • Final Exam: 100 points	220 points
(2) SPSS Assignments:	160 points
(3) Research proposal:	20 points
(4) LinkedIn Learning Certificate • SPSS Statistics Essential Training	50 points
Total	**450 points**

- ❖ **Grading Scale:**

A = 405 – 450 points
B = 360 – 404 points
C = 315 – 359 points
D = 270 – 314 points
F = 0 – 269 points

- Any **late submission** will result in **a deduction of 10% of the grade per day**, including weekends (one letter grade down per day).

1) **Exams (220 points):** There are **three exams during the semester: Exam 1, Exam 2, and Final Exam**. Exam 1 and Exam 2 are non-cumulative and only covers new materials after the previous exam. Final Exam are cumulative and covers all the materials learned in the semester. Exams must be taken in classroom on the exam date designated on class schedule. The exams **MUST** be taken on the scheduled day unless you have UNT issued excused absence slip (see below). **NO MAKEUP EXAM WILL BE GIVEN for Final Exam.**

2) **SPSS Assignments (160 points):** Students will complete nine SPSS assignments throughout the semester, one for each lecture. Assignments need to be turned in via Canvas by the due dates (see the tentative schedule; assignments are submitted to Canvas **by 11:59pm** on the due date). No email submission will be accepted. Late submission will result in **a deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day).

3) **Research Proposal (20 points)**: Students will complete a research proposal using research proposal framework provided. This proposal will reflect each student's research interest.

4) **LinkedIn Learning Certificate (50 points):** Students will complete ONE LinkedIn learning courses "SPSS Statistics Essential Training" throughout the semester and earn a certificate. **The LinkedIn learning courses are FREE for all UNT students.** Please access all LinkedIn learning courses via UNT UIT website: https://it.unt.edu/linkedinlearning
Upon the completion of course, please download the certificate of completion to submit via Canvas. You may also add the certificate of completion to your LinkedIn profile to show your skill to the potential employers!

10. Course Schedule

Week	Topic	Reading Chapter	Assignment
1 1/16	MLK holiday break		
2 1/23	Syllabus Lecture 1: Intro to statistics (Scale of measurement, variables)	1	
3 1/30	Lecture 2: Validity and reliability SPSS – Data basics	1, 2	HW1
4 2/6	Lecture 3: Summarizing data (Univariate analysis) SPSS – Descriptive statistics	3	HW2
5 2/13	Lecture 4: Principle of inferential statistics SPSS – Normality test and graphs Review for Exam	3, 4	HW3
6 **2/20**	**Exam 1 (Weeks 1–4)** LinkedIn Learning: Introduction, 1-5		**Good Luck!**
7 2/27	Lecture 5: Developing scales, testing validity and reliability SPSS - Factor analysis	11	HW4
8 3/6	Lecture 6: Comparing means (two groups) SPSS – t-test	5	HW5
9 3/13	Spring Break. Stay Safe and Have Fun!		
10 3/20	Lecture 7: Comparing means (more than two groups) SPSS – ANOVA	6	HW6
11 3/27	Review for Exam LinkedIn Learning: 6, 8		
12 **4/3**	**Exam 2 (Weeks 6–8)**		**Good Luck!**
13 4/10	Lecture 8: Correlational relationships SPSS – Correlation	8	HW7
14 4/17	Lecture 9: Regression SPSS – Simple and multiple regression	8, 9	HW8
15 4/24	Lecture 10: Nonparametric test (nominal/ordinal variables) SPSS – Chi-square and crosstab	7	HW9
16 5/1	Review for Exam LinkedIn Learning: 7, 9, 10, conclusion		LinkedIn Learning Certificate
17 **5/8**	**Final Exam (cumulative)**		Research proposal **Good Luck!**

11. CMHT Syllabus Policy Statements

Please download the separate "CMHT Syllabus Policies Spring 2023" document to view CMHT Syllabus Policy Statements.