

<b>Course:</b>	MKTG3808 E03 - Business Research	<b>Department:</b>	Marketing/
<b>Responsible Faculty:</b>	Sunil Hazari	<b>Responses / Expected:</b>	19 / 29 (65.52%)
<b>Overall Mean:</b>	4.1 4-Point Likert Scale w/NA (300 responses)		

QUANTITATIVE SECTION		MKTG3808 - E03										--- Survey Comparisons ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ <sup>1</sup>
Q1	I engaged with the course materials.	7	8	3	1	0	19	4.1	4	4	.85	16K	4.5	-
Q2	I did my best to prepare for and participate in this course.	7	6	4	2	0	19	3.9	4	5	1	16K	4.6	--
Q3	I had access to the technology required for this course.	12	4	1	1	1	19	4.3	5	5	1.13	16K	4.8	--
Q4	When I struggled in the course, I sought help.	7	6	6	0	0	19	4.1	4	5	.83	16K	4.4	-
Q5	Course activities helped me to learn the subject matter.	7	5	4	1	2	19	3.7	4	5	1.29	16K	4.4	-
Q6	Course assignments helped me understand the subject matter.	6	6	3	2	1	18	3.8	4	4,5	1.18	16K	4.4	-
Q7	The instructor presented the course content effectively.	12	1	3	1	2	19	4.1	5	5	1.39	16K	4.4	-
Q8	Required course texts and/or materials helped me to understand the subject matter.	10	5	1	1	2	19	4.1	5	5	1.32	16K	4.4	-
Q9	Assessments were reflective of course material.	11	5	0	3	0	19	4.3	5	5	1.07	16K	4.5	-
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	13	4	0	2	0	19	4.5	5	5	.94	16K	4.5	=

Responses: [SA] Strongly Agree=5 [A] Agree=4 [N] Neutral=3 [D] Disagree=2 [SD] Strongly Disagree=1











<sup>1</sup> This Course compared with others: [-]=0-10th [-]=10th-25th [=]=25th-75th [+]=75th-90th [++]=90th-100th Percentile Calculated vs. precise Mean






QUANTITATIVE INSTRUCTOR		Sunil Hazari									
		Responses					Individual				
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The syllabus clearly outlined course expectations and evaluations of student work.	12	2	3	1	1	19	4.2	5	5	1.20
Q12	The instructor provided helpful feedback on assignments.	13	1	2	1	2	19	4.2	5	5	1.39
Q13	The instructor communicates effectively.	13	1	2	0	3	19	4.1	5	5	1.48
Q14	The instructor demonstrates respect for students.	12	1	3	1	2	19	4.1	5	5	1.39
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	12	1	2	1	1	17	4.3	5	5	1.23
Q16	The instructor offers and is available for individual assistance.	13	2	0	1	2	18	4.3	5	5	1.37

Responses: [SA] Strongly Agree=5 [A] Agree=4 [N] Neutral=3 [D] Disagree=2 [SD] Strongly Disagree=1

**Q17 - Explain what supported your learning in this course, and provide any suggestions for change.**

















**Response Rate:** 78.95% (15 of 19)

1	The way that my professor stayed active with helping us and giving us all info we needed	
2	The projects were very helpful. Discussions were arduous and didn't provide much value.	
3	The only thing that supported my learning in this course was my own self-study. The provided course materials were not helpful for learning the material; for the most part they provided only simple instructions and did not impart an understanding of underlying concepts. This was especially prevalent in the various projects. The instructions and videos for the projects told the student exactly what to do, but not why.	
4	The discussions were engaging and helped me understand topics. I'd prefer discussion posts over quizzes and busy work any day.	
5	The book and supplemental reading provided helped my learning in this course. I don't think there needs to be any change, I was able to complete all assignments with what was provided.	
6	The atmosphere that the professor created supported my learning.	
7	The assignments applied learned information from the textbook.	
8	The assignments were helpful but at times they were too much when trying to juggle other classes and work as well.	
9	The assignments were effective in helping me understand the course contents. Some of the discussions while interesting, had the unfortunate effect of being tedious to complete. Perhaps relaxing some of the due date structures could help with that effect.	
10	Professor Hazari was no helpful when requesting feedback and assistance on assignments.	

11	Lectures	
12	Individual projects made a big difference in the understanding of a lot of the course material, but I wasn't fond of the discussion posts.	
13	I felt the assignments helped understand key concepts of each chapter. I can say that through these, I retained more information.	
14	I feel that the instructions given for projects should be more clear and concise.	
15	Classmates	






**Q18 - Comment specifically on how texts, materials, assignments, and/or activities contributed to your learning.**











**Response Rate:** 84.21% (16 of 19)

1	almost all of the material, assignments, and activities were simple to understand making the learning process relatively easy.	
2	We had tests	
3	Very minimally	
4	The weekly projects helped apply the learning through controlled examples	
5	The text helped some however there were times where the prof told us to "figure it out. Problem solving skills are necessary". I do agree in a sense however, we are completing these assignments for a grade. The grading is often harsh and the rubric from where he grades our assignments is unclear.	
6	The text and videos were very helpful. Discussions were useless.	
7	The surveys and stats were very difficult and we had to trouble shoot a lot because the directions were not always clear, which was done on purpose so we would have to figure it out. At first I was annoyed but I learned that it was actually best because it made me figure it out instead of just following directions and not really understanding what I was doing.	
8	The book directly contributed to our assignments and it was nice to see how the lessons applied to real situations. The homework helped me expand my knowledge on the reading.	
9	The assignments were helpful in applying situations to real life situations that could potentially happen.	
10	The Qualtrics Surveys we made helped me learn and become more comfortable with the software. This will be helpful in the industry that I will be entering when I graduate.	
11	See above.	
12	Materials provided a clear outline for what was expected on a given assignment.	
13	It all helped me by giving me the information that I needed to learn and help me in my field	
14	I enjoyed having a book, as it helps prepare for the lesson and complete assignments.	
15	Discussion posts made us dive deeper into topics we learned about. Projects were challenging but possible to follow. Tests were accurate although I think there should be some sort of practice test you can take by choice.	
16	Didn't have access to the textbook. I pay \$17,000 a year, there is no reason I should have to pay for a textbook. Ridiculous.	

**Q19 - Comment specifically on the instructor's overall effectiveness in this course.**

**Response Rate:** 84.21% (16 of 19)

1	rate 10 out of 10	
2	Very good!!	
3	The professor puts emphasis- and grades- on spelling and grammar mistakes in students' work, however, the professor does not himself possess a grasp of English spelling and grammar rules appropriate for higher level learning.	
4	The instructor was very helpful when responding to emails and he did so in a very timely manner.	
5	The instructor is very involved with the discussions, which didn't really apply to me too much for this class. So, I followed through with his written instructions to complete the class. His written instructions are concise and quite easy to follow through on.	

6	The instructor communicated clearly and effectively.	
7	The Instructor was very specific with his rules/requirements for this course. He also responded to emails fairly quickly. I think he was overall effective when teaching content and any questions I asked were answered promptly.	
8	The Instructor was very effective in his teaching	
9	Professor Hazari is so kind and involved with his students. He participates in discussions with us and goes into great detail explaining topics or where we might've went wrong with them. He shows a lot of respect for us and you can tell he truly cares.	
10	Prof. Hazari always gave really good feedback and explanations on the assignments.	
11	I found my instructors individual help and guidance very helpful.	
12	I feel He could definitely explain things more clearly.	
13	He was not effective. I had to constantly ask for more insight into my grades. When I explained my medical condition he was not accommodating at all.	
14	He didnt do much	
15	Dr. Hazari was extremely effective.	
16	10/10	