

**Student Evaluation of Instruction Summer 2022 Session IV  
202205**

The University of West Georgia  
UWG

<b>Course:</b>	MKTG3808 E01 - Business Research	<b>Department:</b>	Marketing/
<b>Responsible Faculty:</b>	Sunil Hazari	<b>Responses / Expected:</b>	14 / 23 (60.87%)
<b>Overall Mean:</b>	4.7 4-Point Likert Scale w/NA (307 responses)		

QUANTITATIVE SECTION		MKTG3808 - E01										--- Survey Comparisons ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ <sup>1</sup>
Q1	I correctly utilized all required course texts and materials.	8	6	0	0	0	14	4.6	5	5	.49	601	4.7	=
Q2	I check my online course at least two times per week.	14	0	0	0	0	14	5.0	5	5	0	602	4.8	+
Q3	I have consistent access to the technology required for this course.	14	0	0	0	0	14	5.0	5	5	0	599	4.8	+
Q4	I was well-prepared for class	8	6	0	0	0	14	4.6	5	5	.49	598	4.5	=
Q5	I avidly participated in all class activities	10	3	1	0	0	14	4.6	5	5	.61	597	4.6	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	11	2	1	0	0	14	4.7	5	5	.59	565	4.5	=
Q7	This course challenged my intellect.	12	2	0	0	0	14	4.9	5	5	.35	598	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	12	1	1	0	0	14	4.8	5	5	.56	586	4.5	=
Q9	Course assignments helped me to understand the subject matter.	12	2	0	0	0	14	4.9	5	5	.35	597	4.5	+
Q10	Course content was presented effectively.	10	3	0	0	0	13	4.8	5	5	.42	596	4.5	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	12	2	0	0	0	14	4.9	5	5	.35	600	4.5	+
Q12	Test content was representative of assigned material.	11	3	0	0	0	14	4.8	5	5	.41	572	4.6	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	11	3	0	0	0	14	4.8	5	5	.41	600	4.6	=

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
Q14	The instructor demonstrates knowledge of his/her discipline.	12	1	1	0	0	14	4.8	5	5	.56
Q15	The instructor clearly explains course expectations.	9	5	0	0	0	14	4.6	5	5	.48
Q16	The instructor clearly explains how students will be evaluated.	11	2	1	0	0	14	4.7	5	5	.59
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	10	3	1	0	0	14	4.6	5	5	.61
Q18	The instructor presents material in an organized manner.	9	4	1	0	0	14	4.6	5	5	.62
Q19	The instructor communicates effectively.	12	1	0	1	0	14	4.7	5	5	.80
Q20	The instructor demonstrates respect for students.	11	3	0	0	0	14	4.8	5	5	.41
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	9	4	1	0	0	14	4.6	5	5	.62
Q22	The instructor offers and is available for individual assistance.	11	3	0	0	0	14	4.8	5	5	.41

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

**Q23 - What are the most important things you learned in this course?**

**Response Rate:** 78.57% (11 of 14)

1	n/a	
2	good	
3	Time management was really big for this course because of the amount things due in such a short period due to it being a summer course	
4	One of the most important things I learned in this course was effectively dissecting research. I was able to learn how to pinpoint what was important and relevant to my studies and other information that could help me in the long run. I also learned how to implement the marketing mix into real-life scenarios.	
5	Marketing research	
6	I learned Business Research.	
7	How to utilize qualtrics, and how to think from a research/marketing perspective.	

8	How to more effectively conduct research. I also learned how to better manage my time with challenging assignments.	
9	How important it is to market effectively and what exactly that entails.	
10	Excel and all of the functions to help me showcase different business research tactics.	
11	Business research was very intuitive and thorough. Professor Hazari put an emphasis on excel which was extremely helpful. He taught us numerous tables and I increased my business knowledge tremendously with his help.	

**Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?**

**Response Rate:** 78.57% (11 of 14)

1	n/a	
2	good	
3	future business ventures	
4	Professor Hazari gave us some great resources related to excel that I will continue to utilize.	
5	Over the next year, I will be doing research for the Honors College to complete my senior thesis. I will definitely be using everything that I learned from this class about research tools and how to come up with a testing hypothesis in my future studies.	
6	In my business field, when trying to see how a particular sample size feels about something.	
7	I will use the knowledge in more business classes. I'm glad my researching capability expanded in this course.	
8	I learned a lot about how to take surveys in an effective manner that I didn't know before, and this will definitely be helpful in any career I choose.	
9	I have learned more about excel.	
10	I already work full time in my chosen profession, but I believe I can definitely take some things from this class into my field down the road.	
11	Help dive deeper into business research and utilize Excel.	











**Q25 - Explain any positive changes you would like to see made to this course.**

**Response Rate:** 78.57% (11 of 14)

1	no changes	
2	good	
3	Slower deadlines.	
4	None. Very understanding and flexible.	
5	None, Mr. Hazari was sensational!	
6	N/A	
7	N/A	
8	N/A :)	
9	I think all the timing of this course was really good; however, I would really like to see some examples of the things we are being asked to do. Especially with the final project. I think I was the most confused with this assignment more than any of the other ones.	
10	I really do not see a need to change anything other than maybe the qaultrics photos in the content given by the professor. the sample photos are of a version of qaultrics that is out of date so the layout is much different but it wasnt a big deal.	
11	Everything was great.	











**Q26 - Comment specifically on the value of texts, class materials, assignments, and class activities.**

**Response Rate:** 71.43% (10 of 14)

1	text was extremely important as it gave valuable information and had to be cited in assignments to get full credit.	
2	good	
3	The textbook is very relatable to real-world experiences! Students will ascertain lots of information in Mr. Hazari's course.	
4	The depth of instructions in the assignments really helped me through the material!!	
5	N/A	
6	I think having the textbook helped a lot with being successful in this class. When I was not completely sure about something I was able to go into the textbook and reread whichever part I was confused on. For any student taking this course, the textbook was relevant and necessary to class discussions and to help understand the content.	
7	Highly important to log in and check my Courseden daily.	
8	He's a hard grader but I learned what he likes.	
9	Beneficial	
10	All class materials were beneficial to me. I like the steady use of announcements by the professor, it helps students stay on pace throughout the course.	





**Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.**







**Response Rate:** 71.43% (10 of 14)

1	good	
2	difficulty	
3	While the class is difficult, I believe the professor is firm but fair when grading and accepting late work. I enjoyed the class and appreciate the extra credit opportunities presented.	
4	There was a lot of ground to cover, but despite this I believe Dr. Hazari did an excellent job of grading fairly and giving good feedback on how to improve my work!	
5	The evaluation process is very fair. Mr. Hazari specifies exactly what his expectation level is for every assignment.	
6	N/A	
7	I would say yes difficult but also very fair with grading.	
8	I think we were all evaluated very fairly. The professor clearly explained expectations which helped students understand what was needed of them. I think it was not easy or difficult but fair is the right way to describe it.	
9	I am very fair and appreciate the bonus opportunities and tutorial videos.	
10	Fair	

**Q28 - Comment on the instructor's overall effectiveness as a teacher in his/her discipline.**

**Response Rate:** 78.57% (11 of 14)

1	very effective and honest. Gave great feedback and helped you know what was expected on each assignment.	
2	good	
3	Very effective.	
4	Very effective	

5	Professor was very responsive.	
6	Professor Hazari is an excellent professor, wants to educate his students, and went above and beyond to help us.	
7	I would totally recommend the instructor to my associates and retake a course with this professor again in the future!	
8	I loved how our professor gave us links to different sites we could potentially be interested in or to help us further understand a subject matter. I thought this was really nice and thoughtful because it goes beyond the post or the assignment. A lot of what we are learning can be applied to real life and jobs so it is necessary to understand the concept pretty fully.	
9	I can tell my professor knows his discipline. He seems to be very passionate about business research.	
10	Good	
11	A really good teacher that cares about what he's teaching, teaching well, and teaching to his students in an inclusive manner! Top marks!	