Course:	MKTG3808 E02 - Business Research	**Department:**	Marketing/
Responsible Faculty:	Sunil Hazari	**Responses / Expected:**	6 / 8 (75%)
Overall Mean:	**4.9** 4-Point Likert Scale w/NA (96 responses)		

Q1 - Explain what supported your learning in this course, and provide any suggestions for change.

Response Rate: 83.33%   (**5** of **6**)

1	assignments
2	The required textbook and supported links that were provided with the assignments.
3	The discussion posts were very helpful to understand content.
4	I learned a lot during this course, this course taught me how to use the school's article sources and cite my work correctly.
5	Throughout the business research online class, my learning was supported by a combination of comprehensive course materials, engaging discussions with peers and the instructor, and practical assignments. The textbook readings provided a solid foundation in business research, while the online discussions allowed for the exchange of diverse perspectives and insights. The hands-on assignments helped me apply theoretical concepts to real-world scenarios, enhancing my problem-solving skills.

Q2 - Comment specifically on how texts, materials, assignments, and/or activities contributed to your learning.

Response Rate: 83.33%   (**5** of **6**)

1	organized and easy to understand
2	They all significantly improved my prior knowledge of conducting business research.
3	The weekly project were great.
4	The assignments my instructor provided were good, I was able to understand the material he was teaching us.
5	Having to state the key terms was helpful in the discussion posts.

Q3 - Comment specifically on the instructor's overall effectiveness in this course.

Response Rate: 83.33%   (**5** of **6**)

1	great
2	The instructor's overall effectiveness in the business research online class was commendable. He demonstrated a strong command of the subject matter and effectively conveyed the course material in a clear and organized manner. His prompt and insightful feedback on assignments and discussions helped clarify any doubts and encouraged further exploration of the topics. The instructor's responsiveness to questions and willingness to provide additional guidance contributed to a supportive learning environment. His expertise and ability to provide practical examples and real-world applications added value to the course. Overall, the instructor's effective teaching methods and engagement fostered a positive learning experience in the business research online class.
3	The instructor was very patient when you ask him questions. He went into full-depth explaining the material if you didn't understand. Overall I would recommend students take his class.
4	Significant assignments that directly related to the topics of market research.
5	Overall good, responded to questions promptly.

QUANTITATIVE SECTION		MKTG3808 - E02												--- Survey Comparisons ---		
		Responses						Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev		N	Mean	-=+ [1]
Q4	I engaged with the course materials.	6	0	0	0	0	6	5.0	5	5	0		630	4.6	+
Q5	I did my best to prepare for and participate in this course.	5	1	0	0	0	6	4.8	5	5	.37		631	4.6	=
Q6	I had access to the technology required for this course.	6	0	0	0	0	6	5.0	5	5	0		631	4.8	+
Q7	When I struggled in the course, I sought help.	5	0	1	0	0	6	4.7	5	5	.75		567	4.3	=
Q8	Course activities helped me to learn the subject matter.	6	0	0	0	0	6	5.0	5	5	0		629	4.6	+
Q9	Course assignments helped me understand the subject matter.	5	1	0	0	0	6	4.8	5	5	.37		625	4.6	=
Q10	The instructor presented the course content effectively.	5	0	1	0	0	6	4.7	5	5	.75		629	4.6	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	6	0	0	0	0	6	5.0	5	5	0		631	4.6	+
Q12	Assessments were reflective of course material.	5	1	0	0	0	6	4.8	5	5	.37		630	4.6	=
Q13	Assessments required me to use problem solving, critical thinking, and/or creative thought.	6	0	0	0	0	6	5.0	5	5	0		629	4.6	+

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

[1] 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 syllabus clearly outlined course expectations and evaluations of student work.	6	0	0	0	0	6	5.0	5	5	0
Q15	The instructor provided helpful feedback on assignments.	6	0	0	0	0	6	5.0	5	5	0
Q16	The instructor communicates effectively.	5	1	0	0	0	6	4.8	5	5	.37
Q17	The instructor demonstrates respect for students.	6	0	0	0	0	6	5.0	5	5	0
Q18	The instructor is receptive and responsive to the sharing of ideas during course discussions.	5	1	0	0	0	6	4.8	5	5	.37
Q19	The instructor offers and is available for individual assistance.	6	0	0	0	0	6	5.0	5	5	0

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