

# AIS 006: BUSINESS RESEARCH

---

## Changes saved but not submitted

### Formerly known as:

CIS 006 (or if cross-listed - inactivated courses associated with this course)

### Originator

Pablo Romero

### Justification / Rationale

Code Alignment Project Recommendation: Change TOP & CIP codes

### Effective Term

Fall 2019

### Credit Status

Credit - Degree Applicable

### Subject

AIS - Applications and Information Systems

### Course Number

006

### Full Course Title

Business Research

### Short Title

BUSINESS RESEARCH

### Discipline

#### Disciplines List

Computer Information Systems (Computer network installation, microcomputer technology, computer applications)

Office Technologies (Secretarial skills, office systems, word processing, computer applications, automated office training)

### Modality

Face-to-Face

100% Online

### Catalog Description

An introduction to effective business research techniques using electronic resources. Students learn how to express information needs, access information from appropriate sources, evaluate retrieved data, and organize the data to solve business problems.

### Schedule Description

Business research.

Advisory: AIS 005

### Lecture Units

1

### Lecture Semester Hours

18

### Lab Units

0

### In-class Hours

18

**Out-of-class Hours**

36

**Total Course Units**

1

**Total Semester Hours**

54

**Prerequisite Course(s)**

Advisory: AIS 005

**Required Text and Other Instructional Materials****Resource Type**

Book

**Open Educational Resource**

No

**Author**

Barker, Donald and Terry, Carol

**Title**

Internet Research – Illustrated

**Edition**

7th

**City**

Stamford, CT

**Publisher**

Cengage Learning

**Year**

2014

**College Level**

Yes

**Flesch-Kincaid Level**

11

**ISBN #**

9781285854120

---

**Class Size Maximum**

32

**Entrance Skills**

Understand how different information systems work and the reliability of information.

**Prerequisite Course Objectives**

AIS 005-Understand types of information systems and their role in business.

AIS 005-Demonstrate the ability to save and retrieve documents on a variety of appropriate storage devices

AIS 005-Understand basic networking concepts.

AIS 005-Understand emails basics, security and etiquette.

AIS 005-Understand computer and internet security and ethical issues and challenges.

---

### Course Content

1. Nature of and issues related to business information and business information competency.
  - a. Definitions
  - b. Types and formats
  - c. Knowledge skills, values, behaviors
2. Overview of the business research process
  - a. Decide what information is needed
  - b. Find the business information efficiently and effectively
  - c. Use the business information well and wisely
3. Use of business information resources and services
  - a. Books
  - b. Business and Governmental Magazines/journals/newspaper articles
  - c. Business and Governmental Websites and Databases
4. Evaluate business information
  - a. Authority
  - b. Coverage
  - c. Currency
  - d. Purpose
  - e. Accuracy
5. Cite Sources
  - a. Plagiarism
  - b. Style formats

### Course Objectives

Objectives	
Objective 1	Determine and articulate information needs
Objective 2	Describe the criteria for critically evaluating information
Objective 3	Use sources effectively to accomplish a task related to business problems
Objective 4	Identify and summarize ethical and social issues related to information and its use
Objective 5	Define types and formats of information
Objective 6	Explain the research process
Objective 7	Identify plagiarism and use proper citation

### Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Evaluate information to solve business problems.

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	In class discussion and/or online Canvas discussions
Demonstration, Repetition/Practice	Practice performing multiple business research projects according to the class content
Technology-based instruction	Use of hardware and software according to objectives
Lecture	Presentation of topic in content

### Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Written homework	Short essay answers to critical thinking questions based on textbook readings.	Out of Class Only
Student participation/contribution	Discussion questions.	In Class Only
Mid-term and final evaluations	Exams	In Class Only
Tests/Quizzes/Examinations	Timed quizzes.	In and Out of Class

Product/project development evaluation	Business related critical thinking assignments and class team discussions.	In Class Only
Presentations/student demonstration observations	Assigned topics where students perform research and present methodology to the class	In Class Only
Laboratory projects	Lab demonstration of skills covering all the content of the course.	In and Out of Class

## Assignments

### Other In-class Assignments

1. Students will be assigned a variety of topics to research and present in e-mail, business letter, executive summary, and oral formats
2. Evaluate and critique web resources.
3. Build a portfolio of useful web site and search strategies.

### Other Out-of-class Assignments

1. Students will be assigned a variety of topics to research and present in e-mail, business letter, executive summary, and oral formats
2. Evaluate and critique web resources.
3. Build a portfolio of useful web site and search strategies.

### Grade Methods

Letter Grade Only

## Distance Education Checklist

## Instructional Materials and Resources

## Effective Student/Faculty Contact

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

### Within Course Management System:

Discussion forums with substantive instructor participation  
 Regular virtual office hours  
 Private messages  
 Online quizzes and examinations  
 Video or audio feedback  
 Weekly announcements

### External to Course Management System:

Direct e-mail  
 Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

This class if online is being taught via Canvas. Instructors will use asynchronous text and video messages to interact with the students. Also, discussions boards, constant announcements will be used. Zoom virtual office hours with screen sharing and interaction capabilities will be available.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

Canvas is used for external interaction as well.

## Online Course Enrollment

**Maximum enrollment for online sections of this course**

## Other Information

### MIS Course Data

**CIP Code**

52.0401 - Administrative Assistant and Secretarial Science, General.

**TOP Code**

051400 - Office Technology/Office Computer Applications

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Transferable to CSU only

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

### Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

AIS 006\_CIS-006\_CCC000513193.pdf

### Approvals

Curriculum Committee Approval Date

10/18/2018

**Academic Senate Approval Date**

10/25/2018

**Board of Trustees Approval Date**

11/14/2018

**Chancellor's Office Approval Date**

11/20/2018

**Course Control Number**

CCC000513193

**Programs referencing this course**

Business Information Worker - Manager Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=200>)  
Applications and Information Systems AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=223>)  
Business Information - Legal Office Specialist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=229>)  
General Business Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=115>)  
Human Resource Generalist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=118>)  
Computer Information Systems Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=122>)  
General Business AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=190>)  
Agri-Business AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=46>)  
General Agriculture AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=49>)  
Agriculture Food Safety Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=83>)  
Agriculture Office Assistant Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=84>)  
Agriculture Office Professional Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=85>)  
Agriculture Pest Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=86>)  
Agriculture Technician Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=87>)