

**Student Evaluation of Instruction Summer 2024 Session III
202405**

The University of West Georgia
UWG

Course:	MKTG3808 E02 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	20 / 28 (71.43%)
Overall Mean:	4.5 4-Point Likert Scale w/NA (319 responses)		

QUANTITATIVE SECTION		MKTG3808 - E02											--- Survey Comparisons ---		
		Responses					Course					All			
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ ¹	
Q1	I engaged with the course materials.	16	4	0	0	0	20	4.8	5	5	.40	670	4.6	=	
Q2	I did my best to prepare for and participate in this course.	14	4	1	1	0	20	4.6	5	5	.80	670	4.7	=	
Q3	I had access to the technology required for this course.	16	4	0	0	0	20	4.8	5	5	.40	666	4.8	=	
Q4	When I struggled in the course, I sought help.	9	8	2	1	0	20	4.3	4	5	.83	615	4.3	=	
Q5	Course activities helped me to learn the subject matter.	11	6	3	0	0	20	4.4	5	5	.73	667	4.6	=	
Q6	Course assignments helped me understand the subject matter.	10	10	0	0	0	20	4.5	4.5	4,5	.50	668	4.6	=	
Q7	The instructor presented the course content effectively.	10	6	2	1	1	20	4.2	4.5	5	1.11	667	4.6	-	
Q8	Required course texts and/or materials helped me to understand the subject matter.	8	9	1	2	0	20	4.2	4	4	.91	668	4.6	-	
Q9	Assessments were reflective of course material.	11	8	1	0	0	20	4.5	5	5	.59	666	4.6	-	
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	11	8	1	0	0	20	4.5	5	5	.59	665	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
Q11	The syllabus clearly outlined course expectations and evaluations of student work.	12	7	0	1	0	20	4.5	5	5	.74
Q12	The instructor provided helpful feedback on assignments.	12	6	1	0	0	19	4.6	5	5	.59
Q13	The instructor communicates effectively.	12	7	1	0	0	20	4.6	5	5	.59
Q14	The instructor demonstrates respect for students.	12	8	0	0	0	20	4.6	5	5	.49
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	12	6	2	0	0	20	4.5	5	5	.67
Q16	The instructor offers and is available for individual assistance.	10	8	2	0	0	20	4.4	4.5	5	.66

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: 85.00% (17 of 20)

1	no	
2	The textbook and outside resources from Google Scholar.	
3	The slides were a great help in providing information, especially the main points about each chapter for each week. However, I think the projects and some of the discussions were excessive and monotonous. This class is about research, most of the time spent on discussions was used to read the instructions and follow any link provided to get a little bit of information for the discussion.	
4	The professor was very attentive in any questions I had about the course, and always answered in a timely manner.	
5	The discussions on how to affectively apply the material being taught in the text definitely helped me understand the course material better.	
6	The book, the resources on course den, and assignments	
7	The book supported learning in this course.	
8	The PowerPoint, discussion and textbook helped me get through the semester. I was able to see other people perspectives to certain things.	
9	THe course instructions was hard to understand so I was confused alot.	
10	Our main material was a textbook, which was semi-interesting. We did do a lot of discussion posts that made us have to do critical thinking about what we were reading. Also having practical assignments helped. The one thing I would change, would be to do less discussion posts? They are my favorite way to learn, however, when doing one every single day, it gets a bit tiring.	

11	I liked how he always gave us feedback and made sure to help us.	
12	I like the format, no suggested change.	
13	I learned how to utilize qualtrics and create surveys.	
14	I believe that the discussions were the main source of learning throughout this class. Though discussions were due every day I believe they helped us to learn the material. With that being said, the grading for these assignments was extremely tough by Dr. Hazari. Due to the nature of this fast-paced course, I believe a bit more leniency on grading would be helpful for students especially since most of us have jobs over the summer that require multiple hours of our attention each day. Though the extra credit does help with some of the lower grades, it still seems that assignments are inspected under a microscope for accuracy.	
15	I believe the promoted discussion post really helped me. It really challenged me and helped me put what I learned into words.	
16	Google Scholar that professor Hazari suggested us to use. I never used that before very helpful with citations and finding what youre looking for.	
17	Every assignment and discussion post was beneficial to aid in my learning. However, the workload seemed a little much at times. I feel like it would still be a great course if there wasn't so much work to do.	

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
















Response Rate: 85.00% (17 of 20)

1	no	
2	good	
3	They were uploaded to Courseden and were easy to locate.	
4	They definitely helped understand the lessons.	
5	The textbook helped me a lot through the assignments. I was able to site my work and better understand the work.	
6	The textbook was okay, and the assignments did help with learning, however I wished that Dr. Hazari would have provided the textbook for us since the semester isn't that long.	
7	The textbook was a great starting source for understanding the material and a great resource for expanding on the assignments given.	
8	The textbook included helpful diagrams and pictures to help understand course material.	
9	The text went very well with the class and helped me learn a lot about the class.	
10	The text provided was very beneficial and walked me through certain assignments.	
11	The discussion posts really challenged me to dive deep into the learning material. I feel as though this really helped contribute to my knowledge of the learning material.	
12	The aligned. They all worked together to further understand material.	
13	The Qualtics website was very fun to play with. My favorite material that we used.	
14	The PowerPoints were a big help in learning new content.	
15	Textbook and google scholar helped to learn subject matter.	
16	I believe the information in the textbook was helpful with the discussion posts but did not help when it came to studying for the test. When referencing the textbook page numbers given to us in the instructions, the page numbers can differ slightly due to the different variations of the book we have bought. I believe offering a range of pages where the information could be found would be better since every student will have a different copy.	
17	As mentioned above, the slides helped with the main points and key ideas. The assignments seemed tedious however, the discussion/writing parts were good to do.	

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

Response Rate: 90.00% (18 of 20)

1	no	
2	great.	

3	good	
4	This instructor was very effective in my learning of this course.	
5	The professor has been great communicating and operating course.	
6	The instructor was helpful	
7	Responsive and always willing to explain assignment a little further.	
8	Overall, the flow of the class and material given was easy to follow and included enough resources to be able to complete the assignments	
9	Overall, I enjoyed the class. Even though it was fast paced. I got to learn many new things.	
10	Mr. Hazari always gave good feedback and told us what we could do to make things better.	
11	I thought he was very engaged with us and wanted us to succeed.	
12	I think that he was an effective instructor, some of the assignments can be explained clearer, but overall it was effective.	
13	I think the instructor did okay with the assignments and information. Again, most of the assignments were tedious and monotonous. Having to read pages of instructions to spend only five minutes to write a discussion was counterintuitive in my opinion.	
14	I love professor Hazari! he communicates very well and he is very helpful	
15	I believe this class is well organized, but the instructor is very tedious and doesn't care about student times outside of school. The instructor makes it very difficult to get an A if you have a life outside of school. The work doesn't seem very difficult and with it being a summer class it's obvious that there will be a lot of work, but there is no leniency in grading and/or turning work in. Some assignments we weren't able to turn in after the deadline, although the syllabus says we can turn in work via email for a penalty grade after deadline. The class puts a lot of pressure on students who have work outside of school. It is a 20 day course, im sure there would be some pressure, but with harsh grading, and nit-picking/tedious instructions; it is tough to take this class. This class is for seniors trying to graduate and taking it in the summer with 20 days, the instructor shouldn't add on to the pressure as well.	
16	Good Course, very fast paced.	
17	Dr. Hazari is perfect to teach business research. I felt like I learned a lot from his feedback and his expertise surrounding business research.	
18	All instructions were very thorough and he was a quick grader and responded to student's emails in a timely manner. Overall a good professor but very picky with assignments.	