**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: MGMT 5320 Section VC01 – Research Methods

**Campus**

: WBUonline

**Term/Session**

**:** Fall 2025 - 1

**Instructor**

**:** Dr. Tony Strange, Ed.D

**Office Phone Number/Cell #**

**:** 907-378-5876

**WBU Email Address**

**:** stranget@wbu.edu

**Office Hours, Building, and Location**

**:** Monday – Thursday 9:00 to 3:00 pm

**Class Meeting Time and Location**

**:** WBUonline

**Catalog Description**

**:**

Tools, vocabulary, processes, and methods used in business, industry, and governmental research; measurement of results of internal and external research. Must be taken within the first three courses in the MPA. NOTE: Must be taken within the first twelve (12) semester hours of graduate enrollment.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Research Methods for Business | Sekaran | 8th | 2020 | Wiley & Sons | 9781-11956-1224 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** None

**Course Outcome Competencies**

**:**

* Apply and explain approaches and techniques required in performing reliable and valid research.
* Explain the terminology involved in conducting research; understand both qualitative and quantitative research methods.
* Demonstrate the methodology and analytical skills relevant to researching a business problem.
* Present both an oral and written research proposal and report.
* Develop a conceptual framework for research methodology.
* Be able to read, prepare and understand research proposal and report.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:**

* 1. **Generative AI tools permitted in specific context and with proper citations.**
     1. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
     2. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
     3. Specific parameters for generative AI usage are provided by the instructor.
     4. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

## ALL ASSIGNMENTS WILL BE DONE AS A WORD DOCUMENT AND UPLOADED IN THE APPROPRIATE CONTENT FOLDER. YOUR FINAL PAPER WILL BE SUBMITTED VIA SAFE ASSIGNMENTS.

August 14, 2025 - Introduction – All students are required a self-introduction to your virtual campus classmates taking this class.

Students will do the required readings for week: “Critical Thinking”, “Academic Voice” articles and review the video, “If I Could Change the World”.

## August 17, 2025 - Writing Assignment: Research Problem Statement

This assignment will focus the actual research of the formal research project. Students will select a specific problem area and develop a problem statement. Problem statement must be minimum 150 words. Once the instructor has approved your problem statement you can precede to item (c).

\*\* A Problem maybe something that could work better at work or in your community. Students often do research that is job or community related. Critical piece you must be able to find research sources (articles, books, information, etc. on this topic).

**Total value 100 points**

## August 24, 2025 - Writing Assignment:

**The Research Proposal** (3 to 5 pages, double space) will cover the following areas. You can upload the proposal into blackboard.

 -  You must cite (APA format) minimum (3) sources in your proposal!

Introduction/Overview

Problem Statement

Research Objectives

Literature Review

Importance of the Study

Research Design

**Total point value 150 Due: August 25, 2024**

## August 31, 2025 - Mid-Term Exam Due:

(Cover Chapter 1 – 9)

## September 7, 2025 - Writing Assignment:

**Develop a survey instrument** and conduct, as a minimum, a 10-person survey. The instructor prior to conducting the survey must approve survey Instrument. \*(See the examples on Blackboard in content folder).

Total point value 50

## September 28, 2025 Final Exam Due:

## (Cover Chapter 10 – 19)

## October 3, 2024 - Writing Assignment (Final Paper):

Completion of your Research Paper (10 – 15 pages) will be in APA format and will include the following sections. **(THE BODY OF THE PAPER MUST MEET THE 10 – 15 PAGES NOT INCLUDING TITLE PAGE, TABLE OF CONTENT, REFERENCES AND APPENDICES).**

Final paper will be submitted using “Safe Assignments” on blackboard.

Introduction; Scope and context for the study

Problem Statement: This section will include the objectives of the study and state the hypotheses tested.

Literature Review: Describe what the research literature supports.

Methodology: Details about the population and sample, and methods of data collections. Describe how you survey instrument was constructed and utilized in your study.

Analysis: descriptive and statistical analyses.

Summary; A review of data and information provided.

Conclusion: what the data indicates and how the study could be improved or furthered.

References: What sources did you use and list accordingly (using APA format).

Appendices: Include copies of survey instrument and raw data

## Using Safe Assignment

Safe Assignment is a third-party plagiarism checking service hosted outside of Blackboard.

### Student Instructions

1. Login to Blackboard (Click here: [Link to WBU Blackboard](http://wbu.blackboard.com/))
2. Select the class for which you want to post an assignment
3. Locate the area in which the assignment is posted
4. Click “>>View/Complete”, add any comments you wish to share with your professor, select the file you want to post, and click “Submit.” Your paper is now uploaded to a database to determine authenticity; it will be available for review by your instructor within 24 hours.

To check on the status of any papers you have uploaded, click on “Check Status” in the navigation area. Assignments that are graded will have a grade assigned. An exclamation point (!) means this paper has not been graded.

**Total point value of: 400**

**\*\*\*\*If you like to submit a draft of your paper early. I will review drafts prior to**

**September 25, 2025**

## Grading Weight (based on 1000 points possible)

All assignments will have due dates and late penalties. Failure to submit assignments on time will result in the reduction of your grade by 10 points per 24-hour period following the due date. For example, if something is due by midnight CST (Central Standard Time) on August 25, 20245you will be counted off 10 points if I don't have your submission by midnight CST on August 26, 2025. You will be counted off 20 points after midnight CST on August 27, 2025. After four late periods, the submission will no longer be accepted. Please contact me early if you're having trouble getting something turn in on time.

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Student Grade Appeals**

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**Tentative Schedule**

August 11 Introductions post to Blackboard (Due August 14, 2025)

Read “Academic Voice and Critical Thinking Articles”.

Read Chapter 1 and 2

Discussion Board Questions (Due, August 14, 2024)

August 17 Read Chapter 3 and 4

Blackboard Assignment

Discussion Board

**Problem Statement Due!**

**\*Start Working on your Research Proposal**

August 24 Read Chapter 5, 6, and 7

Blackboard Assignment

Discussion Board

**Research Proposal Due**

August 31 Read Chapter 8 and 9

Blackboard Assignment

Discussion Board

**Mid-Term Exam Due!**

September 7 Read Chapter 10, 11 and 12

Blackboard Assignment

Discussion Board

**Survey Instrument Due!**

September 14 Read Chapter 13 14, and 15

Blackboard Assignment

Discussion Board

September 21 Read Chapter 16, 17, and 18

Blackboard Assignment

Discussion Board

**Final Exam Due!**

September 28 Read Chapter 19

Blackboard Assignment

Discussion Board

**Final Exam Due!**

**October 2, 2025 Final Paper Due!**