# "WBUlogo"

Wayland On Line

School of Business

# 2. UNIVERSITY MISSION STATEMENT

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

# 3. COURSE NUMBER & NAME:

MGMT 5320-VC01, Research Methods

# **4. TERM**:

Fall, 2018 (August 20 – November 3, 2018)

# **5. INSTRUCTOR**:

Dr. Hillary Hodges

# **6. CONTACT INFORMATION**:

Office phone: NOTE – I am in the process of moving, so I do not yet have an office phone

WBU Email: Hillary.hodges@wayland.wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

By appointment on line (Central (Mountain) Time Zone)

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: On-line

# **9. 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.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Research Methods for Business | Sekaran | 7th | 2016 | Wiley & Sons | 9781-11916-5552 | 6/17/16 |

# 12. OPTIONAL MATERIALS: None

# **13. COURSE OUTCOMES AND COMPETENCIES**:

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

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

Participation/Attendance 30% A = 90-100%

Quizzes 30% B = 80-89%

Final Project 40% C = 70-79%

100% D = 60-69%

F = below 59%

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/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.

# 18. TENTATIVE SCHEDULE

*This syllabus subject to change with one-week notice to students*

|  |  |  |
| --- | --- | --- |
| **Week** | **Topics Covered** | **Reading and Homework** |
| 1  8/20 | Introduction to Research (Chapter 1) | Chapter 2 & 3 |
| 2  8/27 | The Scientific Approach and Alternative Approaches to Investigation  Defining and Refining the Problem  Quiz #1 (On Chapter 1) | Chapter 4 & 5 |
| 3  9/3 | The Critical Literature Review  Theoretical Framework and Hypothesis Development  Quiz #2 (On Chapter 2 & 3) | Chapter 6 & 7 |
| 4  9/10 | Elements of Research Design  Interviews  Quiz #3 (On Chapter 4 & 5) | Chapter 8 & 9 |
| 5  9/17 | Data Selection and Methods  Administering Questionnaires  Quiz #4 (On Chapter 6 & 7) | Chapter 11 & 12 |
| 6  9/24 | Experimental Designs  Measurement Variables: Operational Definitions  Quiz #5 (On Chapter 8 & 9) | Chapter 12 |
| 7  10/1 | Measurement Scaling, Reliability and Validity  Quiz #6 (On Chapter 10 & 11) | Chapter 13 & 14 |
| 8  10/8 | Sampling  Quantitative Data Analysis  Quiz #7 (On Chapter 12) | Chapter 15 & 16 |
| 9  10/15 | Quantitative Data Analysis: Hypothesis Testing  Qualitative Data Analysis  Quiz #8 (On Chapter 13 & 14) | Chapter 17 |
| 10  10/22 | The Research Report  **\*FINAL RESEARCH PROJECT DUE**  Quiz #9 (On Chapter 15 & 16) |  |
| 11  10/29 | Quiz #10 (On Chapter 17) | \*All final work submitted |

\* Not accepted late

This syllabus is subject to change as needed, or as seen fit by the instructor.

# 19. ADDITIONAL INFORMATION

**Communication:** Unless you indicate otherwise, and make alternative arrangements, the instructor will use your Wayland issued email to contact you, if needed. Please make sure that you check that email account regularly.

Please note that Wayland Baptist University has library resources available through the following link: <http://www.wbu.edu/academics/academic_resources/wayland_learning_resource_center_library/tutorials/tutorials.html>. Students are encouraged to use this resource when working on their papers, projects, etc. Tutorials for accessing library resources are linked from the homepage.