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**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

**1.** 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.

**2. Course: MGMT 5320 – {VC01}, Research Methods**

**3. Term: Spring 2014 – February 24, 2014 - May 17, 2014**

**4. Instructor: Tony Strange, Ed.D, Professor Business and Education**

**5. Office Phone and email: 907-378-5876,** [**stranget@wbu.edu**](mailto:stranget@wbu.edu) **or tstrange@alaska.net**

**6. Office Hours, Building, and Location: Virtual Campus**

**7. Class Meeting Time and Location: Virtual Campus**

8. Catalog Description: tools, vocabulary, processes, and methods used in business, industry, and governmental research.

9. Prerequisites: None

10. Required Textbook and Resources:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BOOK | AUTHOR | ED | YEAR | PUBLISHER | ISBN# | REVIEW |
| Business Research Methods | Cooper | 12th | 2013 | McGraw-Hill | 0073521503 | Spring 14 |

11. Optional Materials: American Psychological Association (APA) Manual, 6th edition,

12. Course Outcome Competencies:

Upon completion of this course the student should be able to:

* 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.

13. Attendance Requirements: IMPORTANT Notice:  This course is taught online through Wayland Baptist University’s Virtual Campus.  Be sure you have carefully considered your commitment to this form of instruction.  For more information please see the Virtual Campus Student Information Sheet. Occasionally, unusual circumstances arise.  I will be flexible and try to accommodate these circumstances, but it is incumbent on you to let me know in advance so a solution can be found.

14. 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.”

15. Course Requirements and Grading Criteria:

# Course Requirements: Course Requirements

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

1. Introduction – All students are required a self-introduction to your virtual campus classmates taking this class.
2. Students will do the required readings for week: “Critical Thinking”, “Academic Voice” articles and review the video, “If I Could Change the World”.

Due: February 28, 2014.

b. Read Assignment: Business Research Methods, Read Chapter 1 - 3

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 Due: March 17, 2014

c. Reading Assignment: Business Research Methods, Read Chapter 4 - 5

Writing Assignment: The Research Proposal (3 to 5 pages, double space) will cover the following areas (As describe in Chapter 4): You can email the proposal via attachment.

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

\*\*\* You must also prepare an 8-slide power point presentation on your Research Proposal. The power point presentation should be sent via email.

Executive Summary

Problem Statement

Research Objectives

Literature Review

Importance of the Study

Research Design

Data Analysis

Possible Results

Total point value 200 Due: March 31, 2014 (RFP = 100 points - Presentation = 100)

d. Mid-Term Exam Due: April 7, 2014 \_ (Read Chapter 6 – 10)

(Mid-Term – The mid-term exam will encompass chapter 1 – 10 in the textbook.)

e. Reading Assignment: Business Research Methods, Chapter Chapters 11 - 14

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” Week 7” content folder).

Total point value 100 Due: April 21, 2014

f. Reading Assignment: Business Research Methods, Chapter 15 – 20

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

Writing Assignment (Final Paper): Completion of your Research Paper (15 – 20 pages) will be in APA format and will include the following sections. **(The body of the paper must meet the 15 – 20 pages not including title page, table of content, references and appendices).**

Background; 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.

Conclusion: what the date 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

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## Using Safe Assignment

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

### Student Instructions

1. Login to Blackboard (Click here: <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 Due: May 12, 2014

\*\*\*\*If you like to submit a draft of your paper early. I will review drafts prior to May 7, 2014.

Grading Scale:

A = 90-100%, D = 60-69%

B = 80-89%, F = 59 and below

C = 70-79%, I = Incomplete

Grading Weight (based on 1000 points possible)

Class Participation – Discussion Board Postings 100 points

Research Problem Statement 100 points

Research Proposal 100 points

Proposal PowerPoint Presentation 100 points

Survey Instrument 100 points

Mid-Term 100 points

Research Project 400 points

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 May 12, 2014, you will be counted off 10 points if I don't have your submission by midnight CST on May 13, 2014. You will be counted off 20 points after midnight CST on May 14, 2014. 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.

16. Tentative Schedule: (Calendar, Topics, Assignments) See Course Requirements

17. Additional information as desired by the faculty member: Writing Assistance

The Wayland Baptist University Writing Center

**Wayland’s Writing Center can help to assist you in understanding your writing instructions, defining your paper’s topic, developing a thesis, improving the organization of your paper, and identifying recurring grammar and mechanical issues.** **If you would like to utilize our online services, you may submit a paper through the Writing Center Portal. The portal requires you to register for a**

**password and to use your WBU email address. Please include your assignment’s instructions along with the paper.**

For more information, watch this video:

<http://www.wbu.edu/academics/academic_resources/writing_center/orientation/default.htm>

For help with your paper or questions about your writing, visit our online portal:

<http://www.wbu.edu/academics/schools/languages_and_literature/writingcenter/login.asp>

For online resources, such as style guides and paper examples, visit our resources page:

<http://www.wbu.edu/academics/academic_resources/writing_center/resources/default.htm>

Please feel free to visit our website, call the Writing Center staff, or email us any time.

<http://www.wbu.edu/academics/academic_resources/writing_center/default.htm>

[wc@wbu.edu](mailto:wc@wbu.edu) • 806.291.3670

**Another great writing resource: University of Purdue Online Writing Center (OWL)**

<http://owl.english.purdue.edu/>

\*\*Please print out and read the syllabus

\*\*Always check the announcement section on blackboard and examples in the assignment sections twice a week.

\*\*Please use the above email address for communication.