# Wayland Logo

Campus Name

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, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MGMT 6310-VC01, Qualitative Methods

# **4. TERM**:

Spring 2, 2021

# **5. INSTRUCTOR**:

Dr. Jan Jones

# **6. CONTACT INFORMATION**:

Office phone: 270-227-9445

WBU Email: jonesj@wbu.edu

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

Monday – Friday: 10:00 a.m. – 4:00 p.m. Central

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

Virtual Campus

# **9. CATALOG DESCRIPTION**:

Develop skills in designing qualitative research, including choice of research method (focus group and case studies, observational studies, participant observer studies, content analysis and other techniques), nature of data collection and data analysis issues, data interpretation and reporting issues.

# 10. PREREQUISITE:

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

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Business Research Methods | Bryman & Bell | 5th | 2019 | Oxford | 9780-19880-9876 | 9/20/19 |

# 12. OPTIONAL MATERIALS

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

* Use qualitative research techniques appropriately given the research problem
* Manage data collection using qualitative research techniques in an ethical manner when the research project involves human subjects
* Interpret the results of qualitative research correctly and draw appropriate management conclusions from the study

# 14. ATTENDANCE REQUIREMENTS:

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. 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. 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.

# **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**:

The first several weeks of this course will concentrate on learning qualitative techniques from our text by completing four assignments each worth 50 points. During the course of this term we will complete a quantitative project which will include a literature review, research methodology, data collection, statistical analysis, results, conclusions, and the final paper. Please check the content page on the course Blackboard page for complete descriptions of each assignment.

**Grading Criteria:**

1. Discussion Board (4 Forums X 50 points each) = 200 points
2. Weeks 1-2 Literature Review and Testable Hypotheses = 100 points
3. Weeks 3-4 Research Methodology (Population/Sample, Operationalize Variables, Data Collection Process Description and survey= 100 points
4. Week 5 Collect data (Excel spreadsheet due) = 50
5. Week 6 Work on the Statistical Analysis
6. Week 7 Results Section= 100 points
7. Week 8 Final Paper with conclusions = 200 points

See Course Content weekly folders for specific instructions for each assignment.

**Late Policy**

Unless there are special circumstances as noted below, all work (including Discussion Board assignments and any other graded assignment) must be submitted by the due date.

* Assignments submitted within one week after the due date will receive a 10% deduction.
* Assignments submitted more than one week and less than 2 weeks late will receive a 20% deduction.
* Assignments submitted two weeks late or after the final date of the course will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.  ***To be considered for an exemption to the policy, students must contact the professor in advance of the due date.***

**17.1 Include Grade Appeal Statement:** “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 (Subject to change before the first day of class.)

|  |  |
| --- | --- |
| **WEEK 1** | **Research Methods Chapter 17*** Read Chapter 17 of the textbook.
* Watch video(s) provided in Week 1 Content Folder.
* Topics covered: Main steps in qualitative; relationship between theory and research; reliability and validity; contrasts between quantitative and qualitative research.
* Work on the Literature Review.
* **Submission for Week 1 due Sunday @ 9am CST.**
 |
| **WEEK 2** | **Research Methods Chapters 18, 19, & 20****Literature Review*** Read Chapters 18, 19, and 20 of the textbook.
* Watch video(s) provided in Week 2 Content Folder.
* Topics covered: sampling; ethnography and participant observation; interviewing.
* **Literature Review & Testable Hypotheses Due Sunday @ 9am CST.**
* **Submission for week 2 due Sunday @ 9am CST.**
 |
| **WEEK 3** | **Research Methods Chapters 21, 22, & 23*** Read Chapters 21, 22, and 23 of the textbook.
* Watch video(s) provided in Week 3 Content Folder.
* Topics covered. Focus groups; language in qualitative research; documents as sources of data.
* Work on the Research Methodology
* **Submission for Week 3 due Sunday @ 9am CST.**
 |
| **WEEK 4** | **Research Methods Chapters 24, 26, & 27****Methodology** * Read Chapters 24, 26, and 27.
* Watch video(s) provided in Week 4 Content Folder.
* Topics covered: qualitative data analysis; quantitative vs. qualitative research; mixed methods research; internet research methods; business research reporting.
* Work on the Research Methods and Data Collection Process part of the paper.
* **Submission for Week 4 due Sunday @ 9am CST.**
* **Research Methodology due Sunday @ 9am CST.**
 |
| **WEEK 5**  | **Data Collection** * **Data Collection completed and Excel spreadsheet due Sunday @ 9am CST.**
 |
| **WEEK 6** | **Statistical Analysis*** **Work on the statistical analysis of the data set.**
 |
| **WEEK 7** | **Results*** **The results section is due Sunday @ 9am CST.**
 |
| **WEEK 8** | **Quantitative Research Paper*** **Your completed quantitative research paper is due Saturday @ midnight CST.**
* **Congratulations!**
 |

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.