# 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 6310-01, Qualitative Methods

# **4. TERM**:

Summer 2020

# **5. INSTRUCTOR**:

Dr. Art Heinz

# **6. CONTACT INFORMATION**:

WBU Email: arthur.heinz@wayland.wbu.edu

Cell phone: 270-293-0013 – Call by appointment

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

T/W/TH/F 10am-5pm CST – Please email for a phone appointment

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

On-line format

# **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:

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: The first several weeks of this course will concentrate on learning qualitative techniques from our text and the assignments will be discussion boards. During the course of this term we will complete a qualitative project which will include a literature review, research methodology and data collection, data collection report, and the final paper. Please check the content page on the course Blackboard page for complete descriptions of each assignment. If an assignment is late, 10% will be deducted the first week late and 20% the second, per the late policy.

**Grading Criteria:**

1. Discussion Board (4 Forums X 50 points each) = 200 points
2. Week 4 Literature Review = 100 points
3. Week 6 Research Methodology and Data Collection Process Description= 200 points
4. Week 8 Data Report=100 points
5. Week 10 Analysis=100 points
6. Week 11 – Final Paper = 300 points

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

**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

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| --- | --- |
| **WEEK 1**  **May 25-31** | **Research Methods Chapters 17 & 18**   * Read Chapter 17 and 18 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. * **Discussion Board questions for Week 1 due Sunday, May 31 @ 11:59 p.m.** |
| **WEEK 2**  **June 1-7** | **Research Methods Chapters 19, 20, & 21**   * Read Chapters 19, 20, and 21 of the textbook. * Watch video(s) provided in Week 2 Content Folder. * Topics covered: sampling; ethnography and participant observation; interviewing. * Work on your literature Review. * **Discussion Board questions for week 2 due Sunday at 11:59 p.m.** |
| **WEEK 3**  **June 8-14** | **Research Methods Chapters 22, 23, & 24**   * Read Chapters 22, 23, and 24 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 your literature review. * **Discussion Board questions for Week 3 due Sunday at 11:59 p.m.** |
| **WEEK 4**  **June 15-21** | **Research Methods Chapters 26, 27, 28, & 29**   * Read Chapters 26, 27, 28 and 29. * 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. * **Literature Review Due with Research Questions due Sunday at 11:59 p.m.** * **Discussion Board questions for Week 4 due Sunday at 11:59 p.m.** |
| **WEEK 5 & WEEK 6**  **June 22-July 5** | **Methodology & Data Collection Process**   * **Research Methodology and Data Collection Process paper due Sunday, July 5 at 11:59 p.m.**   **Happy 4th of July!** |
| **WEEK 7 & WEEK 8**  **July 6-19** | **Data Collection Report**   * **The data collection report will be due Sunday, July 19 at 11:59 p.m.** |
| **WEEK 9 & WEEK 10**  **July 20 – August 2** | **Results Report**   * **The results report is due Sunday, August 2 at 11:59 p.m.** |
| **WEEK 11**  **August 3-8** | **Qualitative Research Paper**   * **Your completed qualitative research paper including is due Saturday, August 8 at 11:59 p.m.** * **Congratulations!** |

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.