**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 VC01 – Research Methods

**Campus**

: WBUonline

**Term/Session**

**:** Summer 2025 – June 2, 2025 – July 26, 2025

**Instructor**

**:** Dr. Tony Strange

**Office Phone Number/Cell #**

**:** (Cell) 907-378-5876 Before 8:00 pm EST

**WBU Email Address**

**:** stranget@wbu.edu

**Office Hours, Building, and Location**

**:** Monday – Friday, 9:00 am to 3:00 pm EST

**Class Meeting Time and Location**

**:** WBU Online

**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 |

*In a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials**

**:** None

**Course Information**

**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

**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)

**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.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**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.

**Course Requirements and Grading Criteria**

## 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.

June 5, 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”.

## June 8, 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**

## June 15, 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: June 15, 2025**

## June 22, 2025 - Mid-Term Exam Due:

(Cover Chapter 1 – 9)

## June 29, 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

## July 20, 2025 – Final Exam:

## (Cover Chapter 10 – 19)

## July 24, 2025 - 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**

**July 15, 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 June 4, 2025 you will be counted off 10 points if I don't have your submission by midnight CST on June 5, 2025. You will be counted off 20 points after midnight CST on June 6, 2053. 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.

**Tentative Schedule**

June 2 Introductions post to Blackboard (Due June 5, 2025)

Read “Academic Voice and Critical Thinking Articles”.

Read Chapter 1 and 2

Discussion Board Questions (Due June 5, 2025)

June 8 Read Chapter 3 and 4

Blackboard Assignment

Discussion Board

**Problem Statement Due!**

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

June 15 Read Chapter 5, 6, and 7

Blackboard Assignment

Discussion Board

**Research Proposal Due**

June 22 Read Chapter 8 and 9

Blackboard Assignment

Discussion Board

**Mid-Term Exam Due!**

June 29 Read Chapter 10, 11 and 12

Blackboard Assignment

Discussion Board

**Survey Instrument Due!**

July 6 Read Chapter 13 14, and 15

Blackboard Assignment

Discussion Board

July 13 Read Chapter 16, 17, and 18

Blackboard Assignment

Discussion Board

July 20 Read Chapter 19

Blackboard Assignment

Discussion Board

**Final Exam Due!**

July 24 Final Paper Due