

Research Writing – MGMT 5320 (BUAD 5320)
Virtual Campus
Summer Term
Summer 2008- May 26, 2008 to August 9, 2008

WAYLAND BAPTIST UNIVERSITY MISSION STATEMENT

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

MGMT 5320: Research Writing Methods

All assignments will be due on Thursdays, emailed NLT 4:00 pm Central Standard Time (CST)
Instructor: Dr. Tony Strange, Ed.D. and MPA, Professor, Business and Education

Contact numbers: WBU Office Eielson AFB, Mon – Tuesdays 8:30 to 10:30 (Alaska Standard Time). Phone: 907-378-5876

E-mail strangt@wbu.edu, Or : tstrange@alaska.net (**Please use this email address for all assignments and electronic correspondence)

Hours Available for Assistance: As arranged with students.

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.

Catalog Description: Study of basic tools, vocabulary, processes, and methods used in business, industry, and governmental research. Students will learn to read and understand research reports, analyze and interpret results, prepare a research proposal, and conduct a research project.

****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.**

Prerequisite: None

Textbook:

Business Research Methods W/CD, Cooper, 9th edition, McGraw-Hill, ISBN 0-07-321487-6

American Psychological Association, *APA Manual*, 5th edition.

Outcome 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.

Disability Services: It is University policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity.

Course Requirements: Course Requirements

a. Introduction – All students are required to introduce yourselves to your virtual campus classmates taking this class: Due May 29, 2008

b. Read Assignment: Business Research Methods, 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. Once the instructor has approved your problem statement you can precede to item (b).

Total value 100 points Due: June 11, 2008

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

Writing Assignment: The Research Proposal (3 to 5 pages, double space) will cover the following areas (As describe in Chapter 4):

Executive Summary
Problem Statement
Research Objectives
Literature Review
Importance of the Study
Research Design
Data Analysis
Nature and Form of possible Results.

Total point value 150 Due: June 26, 2007

d. Mid-Term Exam Due: July 10, 2008
(Mid-Term – The mid-term exam will encompass chapter 1 – 8 in the textbook.)

e. Reading Assignment: Business Research Methods, Chapter Chapters 6 - 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 under the assignment sections).

Total point value 100 Due: July 24, 2008

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

Writing Assignment: Completion of your Research Paper (15 – 20 pages) will be in APA format and will include the following sections.

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 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

Total point value of: 500 Due: August 7, 2008

****If you like to submit a draft of your paper early. I will review drafts July 30 to August 1, 2008

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)

Research Problem Statement	100 points
Research Proposal	150 points
Survey Instrument	100 points
Research Project	500 points
Mid-Term	150 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 June 6, 2008, you will be counted off 10 points if I don't have your submission by midnight CST on June 9, 2008. You will be counted off 20 points after midnight CST on June 10th. After four late periods, the submission will no longer be accepted. Please contact me early if you're having trouble getting something in.