

SYLLABUS

1. Wayland Baptist University, Phoenix Campus, School of Business
2. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.
3. Course: **MGMT 5320** – PX 01 Research Methods (BUAD 5320)
4. Term: Fall 2009
5. Instructor: DR MARY F. MALONEY
6. Office Phone and email: 623-546-0889; marymaloney@cox.net
7. Office Hours, Building, and Location Tue 12:30 to 5:30 CPC; Alternate Fridays 12:30 to 5:30 Luke and CPC; Alternate Saturdays 4:30 – 5:30 Luke and CPC
8. Class Meeting Time and Location: TBA
9. 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.
10. Prerequisites: None
11. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
Business Research Methods w/CD	Cooper	10th	2008	McGraw-Hill	0-07-722487-6	Spring 09

12. Optional Materials:
13. 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.

14. Attendance Requirements: “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 dean. Any student who misses 25% or more of the regular scheduled class meeting will 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. Disability Statement: “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 in the university.”

16: Course Requirements and Grading Criteria:

Quizzes **40%** of the final grade

Research Project: A scholarly article on a specific topic and containing a definite thesis statement - (**40%** of the final grade)

Oral Case Presentation and Participation: (**20%** of the final grade)

17. Tentative Schedule: (Calendar, Topics, Assignments)

Date	Topic	
8/22	Intro -	
8/29	Rsch & Proposals & Ethics	Quiz 1-4
9/5	Design of Business Research	Written Case
9/12	Obs. Studies, Surveys, Experiments	Quiz 5-8
9/19	Measurement, Questionnaires, Sampling	Written Case
9/26	Data Description, Examining Data	Quiz 9-12
10/10	Hypothesis, Measures of Association,	Written case
10/17	Multivariate Analysis, Reports	Quiz 13-16
10/24	Research Reviews	Research proposals discussion
10/31	Final Exam & Final Paper Due	Quiz 17-20 Power Point Presentation of Final Paper

18. Additional information as desired by the faculty member.

Late quizzes, cases, final paper, and presentations must be submitted ON TIME. I do NOT accept late assignments. Assignments not submitted by the due date will receive a grade of ZERO. No excuses.