



# BUSINESS RESEARCH METHODOLOGY

## BRMM400 — Business Research Methodology, 3.0 hours

### PROFESSOR

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Phil Lewis, MA was hired in 2018 as part of the Lakewood University degree course offering expansion project. Phil is a dept in online instruction and project management. He has held titles including adjunct lecturer, online lecturer, and adjunct professor. Phil has developed a curriculum and is a recognized sociologist.

### CONTACT INFORMATION

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Phil Lewis

Email: [plewis@lakewood.edu](mailto:plewis@lakewood.edu)

Phone: 1.800.517.0857 ext. 782

### ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing [info@lakewood.edu](mailto:info@lakewood.edu)

### BOOKS AND RESOURCES

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Sekaran Uma, Roger Bougie. Research Methods for Business. 8th ed. Wiley, 2020

### EVALUATION METHOD

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Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 60 Points
- Weekly discussion forums-Total of 80 Points
- Final Exam - 50 Points

### GRADING SCALE

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Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 190. To determine the final grade, the student's earned points are divided by 190.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)  
B = (80% - 89%)  
C = (70% - 79%)  
D = (60% - 69%)  
F < (Below 60%)

## ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

## DISABILITY ACCOMMODATIONS

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Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: [disabilityservices@lakewood.edu](mailto:disabilityservices@lakewood.edu)

## SUPPLEMENTAL TEXTS

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You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- [https://www.mylakewoodu.com/pluginfile.php/118179/mod\\_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf](https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf)

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

## LIBRARY

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Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

# SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
info@lakewood.edu  
studentservices@lakewood.edu

# CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
careerservices@lakewood.edu

# LESSONS

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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none"><li>Introduction to Research</li><li>Scientific Investigation</li><li>Defining and Refining the Problem</li></ul>	Study Course Syllabus Read Chapters 1, 2, 3 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 1
Lesson #2	<ul style="list-style-type: none"><li>The Critical Literature Review</li><li>Theoretical Framework &amp; Hypothesis Development Planning for Security</li><li>Elements of Research Design</li></ul>	Read Chapters 4, 5, 6 Participate in the Discussion Forum Lesson Evaluation		Objective 2
Lesson #3	<ul style="list-style-type: none"><li>Data Collection Methods: Introduction and Interviews</li><li>Observation</li></ul>	Read Chapters 7 & 8 Participate in the Discussion Forum Lesson Evaluation		Objective 3
Lesson #4	<ul style="list-style-type: none"><li>Data Collection Methods: Questionnaires</li><li>Experimental Designs</li></ul>	Read Chapters 9 & 10 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 4
Lesson #5				Objective 5

- Measurement of Variables: Operational Definition
  - Measurement of Variables: Scaling, Reliability, Validity
- Read Chapters 11 & 12  
Participate in the Discussion Forum  
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Quantitative Data Analysis</li> </ul>	Read Chapters 13 & 14 Participate in the Discussion Forum Lesson Evaluation		Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> <li>• Quantitative Data Analysis: Hypothesis Testing</li> <li>• Quantitative Data Analysis</li> </ul>	Read Chapters 15 & 16 Participate in the Discussion Forum Lesson Evaluation		Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #8	<ul style="list-style-type: none"> <li>• The Research Report</li> </ul>	Read Chapter 17 Participate in the Discussion Forum Complete Assignment 3 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Assignment 3 and the Final exam upon completion of the lesson	Objective 8

## DESCRIPTION

This course equips students with the skills to develop and undertake a research dissertation which provides the theoretical and practical preparation for business research process. The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research methodology process.

### Program Objectives

1. Engage in and discuss the importance of research.
2. Explain the scientific approach and alternative approaches to research investigation.
3. Demonstrate the ability to define and redefine the problem related to research.
4. Engage in critical literature reviews, theoretical frameworks, and hypothesis development.
5. Explain the elements of research design, interviews, and data collection methods.
6. Demonstrate the ability to design experiments and measure operational variables.
7. Explain scaling, reliability, validity, sampling, and quantitative data analysis.
8. Engage in quantitative data analysis in hypothesis testing, qualitative data analysis, and the research report.

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**8. Engage in quantitative data analysis in hypothesis testing, qualitative data analysis, and the research report.**