



BUSINESS RESEARCH METHODOLOGY

BRMM400 — Business Research Methodology, 3.0 hours

PROFESSOR

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

Phil Lewis

Email: plewis@lakewood.edu

Phone: 1.800.517.0857 ext. 782

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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

BOOKS AND RESOURCES

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

EVALUATION METHOD

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

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:

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

Students who may have a disability meriting an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. For accommodations to be awarded, a student must complete a form and provide documentation of the disability to the Disability Services Coordinator. Any accommodations for disabilities must be re-certified each year by the Disability Services Coordinator before course adjustments are made by individual instructors. Additional information on disability accommodations may be found in the Lakewood University Catalog.

SUPPLEMENTAL TEXTS

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

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

LIBRARY

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 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

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

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

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">Introduction to ResearchScientific InvestigationDefining and Refining the Problem	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">The Critical Literature ReviewTheoretical Framework & Hypothesis Development Planning for SecurityElements of Research Design	Read Chapters 4, 5, 6 Participate in the Discussion Forum Lesson Evaluation		Objective 2
Lesson #3	<ul style="list-style-type: none">Data Collection Methods: Introduction and InterviewsObservation	Read Chapters 7 & 8 Participate in the Discussion Forum Lesson Evaluation		Objective 3
Lesson #4	<ul style="list-style-type: none">Data Collection Methods: Questionnaires		Assignment 2 upon completion of the lesson	Objective 4

- Experimental Designs
- Read Chapters 9 & 10
Participate in the Discussion Forum
Complete Assignment 2
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> • Measurement of Variables: Operational Definition • Measurement of Variables: Scaling, Reliability, Validity 	Read Chapters 11 & 12 Participate in the Discussion Forum Lesson Evaluation		Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> • Sampling • Quantitative Data Analysis 	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"> • Quantitative Data Analysis: Hypothesis Testing • Quantitative Data Analysis 	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"> • The Research Report 	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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