

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 600

BUSINESS RESEARCH METHODS

COURSE DESCRIPTION

Business research is a systematic inquiry whose objective is to provide information to solve managerial problems. This course is an introduction on how to do business research with an emphasis on applied problem solving. It has a major focus on problem identification and analysis, problem solving strategies and communication skills.

RATIONALE

Business research provides the information needed to make sound business decisions. It helps organizations reduce the chance for costly errors in production, human resources, marketing, entering global markets, and strategic planning. The emphasis of this course is on teaching the student to become an effective consumer of business research.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. RECOMMENDED RESOURCE

American Psychological Association. *Publication manual of the American Psychological Association* (Current ed.). Washington, DC: Author.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Word

V. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Relate the use of business information for competitive advantage in terms of what constitutes good research conducted in an ethical manner.

- B. Clarify the business research questions through secondary data and exploration.
- C. Differentiate business research designs: qualitative, observation, surveys, and experiments.
- D. Critique the sources and collection of business data, including: measurement, measurement scales, questionnaires and instruments, and sampling.
- E. Summarize techniques for analyzing and presenting business data, including: data preparation and description, displaying and examining data, and hypothesis testing.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Group Discussion Board Forums (4)

For this collaborative discussion board, the instructor will place each student into a group at the beginning of the course. Each Group Discussion Board Forum will be graded as a group. Each discussion board will span 2 modules/weeks and be made up of 3 distinct parts:

Part 1

Part 1 is completed during the first module/week of each forum where each student will respond to 2 questions as 2 separate submissions. Each thread must be 500–750 words, incorporate at least 2 peer-reviewed sources, 1 biblical integration, and demonstrate course-related knowledge.

Part 2

Part 2 is completed during the second module/week of each forum where each student will reply to the threads posted by at least 2 classmates. Each reply must be 450–600 words, incorporate at least 2 peer-reviewed sources, 1 biblical integration, and include substantive content.

Part 3

Part 3 is completed during the second module/week of each forum. The expectation is that a final, consolidated submission will integrate and apply the peer recommendations of Part 2 into a single APA style paper. Part 3 must be submitted by 1 group member for a group grade. All sources must be cited in current APA format.

D. Literature Review

The student will write a Literature Review of a topic chosen from a list provided in the Course Announcements in Blackboard. This assignment is a comprehensive thematic review of the scholarly literature related to the selected topic. The paper must follow current APA format, contain at least 3,000 words of content (excluding the title page, abstract, and references), and utilize at least 12 scholarly research articles.

E. Case Assignments (4)

The student will write Case Assignments based on case studies provided in Blackboard. Each Case Assignment must be 750–1,000 words and use current APA format. The Case Assignments must answer the provided discussion questions. The student must incorporate 2–4 scholarly research articles to each case study submission.

VII. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Group Discussion Board Forums (4 at 100 pts ea)	400
Literature Review	240
Case Assignments (4 at 90 pts ea)	360
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

BUSI 600

Textbook: Schindler, *Business Research Methods* (2019).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Schindler: chs. 1–4, 17	Course Requirements Checklist Class Introductions Group DB Forum 1: Part 1 Case Assignment 1	10 0 * 90
2	2 presentations 1 website	Group DB Forum 1: Part 2 Group DB Forum 1: Part 3 Literature Review: Topic	50 50 0
3	Schindler: chs. 5–8	Group DB Forum 2: Part 1 Case Assignment 2 Graduate Level Business Program Assessment	* 90 0
4	2 presentations 1 website	Group DB Forum 2: Part 2 Group DB Forum 2: Part 3	50 50
5	Cooper & Schindler: chs. 9–12	Group DB Forum 3: Part 1 Case Assignment 3	* 90
6	2 presentations 1 website	Group DB Forum 3: Part 2 Group DB Forum 3: Part 3	50 50
7	Cooper & Schindler: chs. 13–16	Group DB Forum 4: Part 1 Literature Review: Final	* 240
8	2 presentations 1 website	Group DB Forum 4: Part 2 Group DB Forum 4: Part 3 Case Assignment 4	50 50 90
TOTAL			1010

DB = Discussion Board

*These items will be included in the Part 2 grade of the subsequent module/week.

NOTE: Modules/Weeks 1-7 begin on Monday and end at 11:59 p.m. (ET) on Sunday.
Module/Week 8 begins on Monday and ends at 11:59 p.m. (ET) on Friday.