

MBA 5510, Business Research Methods

Course description: Business research methodology including the meaning of research, its sequential development, types and steps of the scientific method applied to business. Practical and academic applications are explored. *Prerequisites: MBA 5500 or permission of the Graduate business Studies Coordinator. Must be enrolled concurrently in MBA 5515, Business Research Proposal (3 credit hours).*

Learning Objectives:

1. Utilize relevant and appropriate sources of data using traditional and electronic information sources including but not limited to trade journals, newspapers, periodicals, the Internet, and CD-ROM and on-line databases.
2. Apply the analytical procedures and methods relevant to exploratory research.
3. Apply appropriate methods of collecting primary data including survey instruments, interviews, telephone surveys, and observations.
4. Develop response devices according to generally accepted techniques for survey question design.
5. Apply the fundamentals of sampling design.
6. Demonstrate an understanding of the fundamentals of business research.