Title of Course: Quantitative and Qualitative Research Methods

I. Catalog Description and Credit Hours of Course:

The course provides an analysis of the types, sources, methods, philosophy of business research and completion of a research project. (3 credit hours)

II. Prerequisites:

QM257 or equivalent and Admission to MBA Program or permission of MBA Director

III. Purpose or Objectives of the Course:

Upon completing of this course the student should:

1. Be familiar with the professional journals, periodicals, newspapers, government documents, electronic data bases, the Internet, and other research materials available to business research.

2. Be familiar with the fundamentals and dynamics of the business research process as it is commonly applied and practiced.

3. Be familiar with basic qualitative and quantitative research methods, techniques, and statistical tools used in business research.

4. Demonstrate the ability to select, define and analyze potential research problems in a particular area of specialization.

5. Demonstrate the ability for planning and conducting a research project in a scientific manner.

6. Be familiar with the use of personal computer programs in performing basic data analysis.

7. Be familiar with research process application to different research problem situations through exercises and case analysis.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

1. identify, define, and explain key concepts of quantitative and qualitative research methods.

2. design a research project in a scientific manner.

3. analyze scientific data sets using personal computer programs.

V. Expectation of Students & Learning Goals

The organization of the course is based on a combination of activities which may include formal lectures, class exercises and discussions, computer interactions, student projects and/or student presentations. Students are expected to be fully participating members in the previous mentioned activities. Class
discussion is always encouraged and student contribution is important to the success of the course. Lectures complement rather than substitute for the text. Students are also expected to behave in an academically honest manner to preserve the integrity of the classroom and the learning environment. Specific conditions and expectations for this course and the instructor assigned to teach this course are set forth in the class outline distributed to students during the first class meeting. Students are expected to be familiar with the content of the class outline and other guidelines and instructions provided by the instructor. Presentations of related material discovered outside of class are encouraged.

VI. Course Content or Outline:  

Introduction to Research

The Role of Research

The Literature Review

Use of Theory; Research Introductions

Purpose Statements & Research Questions

Quantitative Methods

Qualitative Methods

Methodological Differences in Quantitative, Qualitative, and Mixed-Methods Research

Sampling and Generalizability

Measurement, Reliability, and Validity

Data Collection and Descriptive Statistics

Inferential Statistics

Descriptive and Correlational Methods

Advanced Methods

Final Research Project Discussion

Total: 45 hours

VII. Textbooks and/or Other Required Materials or Equipment:

The course will use a current textbook or current textbooks and/or collection of articles and other materials. Some possible examples are:


Other selected readings as required and provided by instructor; any other acceptable text approved by the department.
VIII. Basis for Student Evaluation:

A. Graded assignments as indicated by the instructor

B. Participation in and completion of class activities, exercises, discussions, and other projects

C. Quizzes and/or exams