I. Catalog Description and Credit Hours of Course:

This course deals with theories, concepts and methodology applicable in analyzing marketing and other business problems. (3 credit hours)

II. Prerequisites: MK301 with minimum grade of ‘C’; QM257.

III. Purposes or Objectives of the Course:

A. To gain an appreciation of the fundamentals and dynamics of the research process as it is commonly applied and practiced in business.

B. To provide an understanding of modern research, tools, and methods.

C. To provide an opportunity to collect meaningful primary and/or secondary data to resolve marketing or other business problems by analyzing both qualitative and quantitative data/information.

D. To promote and increase research understanding by providing a number of different problem situations through exercises.

E. To provide an introduction to the use of the SPSS Computer Programs in performing basic statistical data analysis.

F. To allow the student the opportunity to utilize his/her business, statistical, and research capability in the form of a group project.

IV. Student Learning Outcomes:

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

A. identify and explain the three basic research designs.

B. define and explain the four levels of data, and their central tendencies.

C. identify, explain, and differentiate between probability and non-probability sampling plans.

D. given a set of data calculate sample size, error, and confidence intervals.

V. Expectations of Students:

A. Normal expectations, including two hours spent outside of class for each hour in class.

B. Periodic access to a microcomputer and/or the mainframe computer for assigned activities.
VI. Course Content or Outline:

A. Fundamental Concepts
   1. What is Business Research?
   2. Historical Perspective

B. Identification of Research Problem(s)
   1. Business Research in Decision Making
   2. Decision Theory Analysis

C. Research Design
   1. Exploratory
   2. Descriptive
   3. Experimental

D. Secondary Data

E. Primary Data
   1. Sampling Techniques
      a. Non-probability Samples
      b. Probability Samples
   2. Measurement
      a. Scales
      b. Validity
      c. Reliability
   3. Questionnaire Design
   4. Data Collection Methods
      a. Questionnaire
      b. Mail
      c. Personal Interviews
   5. Data Preparation and Analysis
   6. SSS Computer Data Analysis
   7. Univariate and Bivariate Statistical Data Analysis Techniques
   8. Bivariate Techniques for Measurement Association
   9. Presentation of the Research Report
   10. Ethical Issues in Business Research

Approximate Class Hours

2  3  2  5  4

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


VIII. Basis for Student Evaluation:

A. Selected class assignments such as quizzes, cases, problems, exercises, and/or projects.

B. Periodic exams

C. Final exam