

# Business Administration

Course Number: **BUAD 344**

Course Title:

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to  define a management problem and operationalize it into a research problem. develop a research design consistent with ethical research practices. design valid and reliable quantitative data collection tools. determine an appropriate sampling plan that minimizes controllable biases. implement a data collection and entry process minimizing administration error. analyze quantitative data using statistical software (SPSS). prepare a written report and presentation that professionally communicates research results. analyze Internal & external secondary data from social media and other sources.
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**Course Objectives**

This course will cover the following content:

- The research process
- Types of research
- Types of data
- Basic descriptive statistics



**Course Schedule (tentative)**

