

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.

Course Objectives

This course will cover the following content:

- The research process
- Types of research
- Types of data
- Basic descriptive statistics
- Advanced statistics
- Level of confidence and margin of error
- Hypothesis testing
- Report writing and formats
- Analysis

Course Schedule (tentative)

	Date		Topic	Textbook
Week	2022 Dates:		Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6	
1	Sep	8	Course Overview Review of the Research Process Survey Research	Ch 03 Ch 07
2		12	Measurement and Attitude Scaling	Ch 10

