

Business Administration

Course Number: **BUAD 491**

Course Title: **BUSINESS RESEARCH METHODS**

Credits:

Professors

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|---|---------------------------|---------|------------------------|
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Learning Outcomes

Upon completion of this course students will be able to

- assess the nature and scope of business problems.
- conceptualize and determine alternative approaches for solving these problems.
- apply basic research methods and the related computer tools.
- formulate a business problem that meets the needs of a business client and the academic requirements of the course.
- prepare a research project proposal that meets the needs of the department and a business client.
- submit a research ethics application that meets college standards.
- demonstrate the consulting skills necessary for developing an applied research project proposal and final research report.

Course Objectives

This course will cover the following content:
See weekly Course Schedule.

Evaluation Procedure

Assignment 1 Potential Projects 5%

Notes

Assignment 1 – Potential Projects (5%)

Course Schedule

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