LART-355 : Research Methods

This course is a survey of research methods with an emphasis on comprehension of business and behavioral science research literature. Its purpose is to introduce students to quantitative and qualitative methods for conducting meaningful inquiry and research. Students will gain an overview of research intent and design, methodology and technique, format and presentation, and data management and analysis informed by commonly used statistical methods. Topics include: developing a hypothesis, a research problem, and related questions; framing the problem with the correct research methodology; collecting data that accurately addresses the research problem; measuring the effectiveness of a program; using data to make decisions; and presenting data to decision-makers and other consumers. The course will provide an overview of the important concepts of research design, data collection, statistical and interpretive analysis, and final report presentation.

Credits 3
Prerequisites
Introduction to Statistics (MTSC-200), Internship (HMFB-300).