MGMT 600 : Practical Research Methods for Managers

A. Course Description

Credits:

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This foundational course provides students with practical knowledge needed to conduct research in organizations. Major topics covered include research design, data collection and analyses, research proposal and research report. Students will gain practical experience by applying the procedures and techniques learned in this class to organizational functions, such as marketing, finance, management, and operations. This course must be taken during the first semester of MBA studies. ** Note: this is a variable credit course with credit range of 2 - 4.

B. Course Effective Dates: 08/27/2005 - 05/03/2017 05/04/2017 - 01/01/2018 01/02/2018 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Be familiar with core steps in the research process.
2. Be able to evaluate sources of information and demonstrate proficiency in finding credible, relevant source material in Metropolitan State University's online databases.
3. Be familiar with some of the most common qualitative and quantitative approaches to business research and understand how to use them to inform managerial decision making.
4. Learn from and contribute to the value of this educational experience for your classmates by engaging in substantive, spirited debate and providing balanced, honest feedback as part of a virtual team.
5. Prepare an APA-compliant literature review addressing a "real world" business problem.
6. Understand principles and practices of data collection & analysis. Be able to interpret results and findings.
7. Identify a specific managerial problem and apply appropriate research methods and techniques to address this problem.
8. Perform an objective, comprehensive SWOT analysis capable of generating potential strategies.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None