

BUS7100 : Research Methods I

Doctoral-level course focusing on the ethics and process of business research. Topics include the research process, clarifying the research question using secondary data, developing the research design, qualitative research, observational studies, surveys, and experiments. Students will test their understanding of these concepts through discussion of how each of these concepts is used in the articles covered in the content area courses. Additionally, students will explore how they can use their research to provide meaningful service to their academic/professional community.

Credits 4.0

Prerequisites

[MGT7100](#) and graduate statistics foundation course

Corequisites

None