

(ECON-691) Research Methods

Course Description

Areas of study include the research process, problem solving, instrument development, data collection and data analysis. In the wake of completing this course, students are expected to be able to acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems write and present research reports; and develop skills and knowledge to discriminate “good” from “bad” research reported in academic and business journals.

Recommended Books

Donald Cooper, Pamela Schindler (2003) *Business Research Methods* 8/e, McGraw Hill Inc.

William G. Zikmund (2002), *Business Research Methods*, 7th Edition

Sekaran, U. (2003) *Research methods for business: A skill building approach*, 4th. Edition