

Bus 661: Seminar in Research and Experimental Des

School of Business Administration

This course focuses on the study of research methods and experimental design. The primary objective of the course is to prepare students to conduct empirical research. Special emphasis is placed on in-depth understanding of the philosophy of science underlying research methods, principles of theory development, methods for enhancing the internal and external validity of research findings, and techniques for valid and reliable measurement. Some basic statistical concepts will also be covered.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Bus 661

Subject Areas

- [Business/Commerce, General](#)

