

Qualitative & Quantitative Methods in Business (DISC 320)

Credit Hours: 3

Course Pre-Requisites: DISC 212 (Introduction to Management Science) OR {DISC 203 (Probability and Statistics) or Econ 230 (Statistics and Data Analysis)} or (MATH 230 (Probability) + Math 231(Statistics))

Instructor/s: Fariha Zahid

Schedule: Monday to Friday (11:00AM to 1:00PM)

Course Description

This course is designed to impart education in the foundational methods, techniques, and analytical tools of research in a business/management context. Students would examine and be practically exposed to the main components of a research framework, i.e. problem definition, research design, data collection, qualitative and quantitative data analysis, paper writing and presentation. The course would cover both qualitative and quantitative methods to do academic as well as action research. Once equipped with this knowledge, students would be well-placed to conduct disciplined research under supervision in a management subject of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments, such as those found in market research firms or corporate departments of strategy or marketing