

# BUSI 881 : Research Methods

Successful, performance oriented, leaders and managers know how to do good research in order to make an array of decisions: selecting new markets, partners, products or services; sourcing, developing and launching new innovations; developing market research survey instruments; understanding customer requirements; or analyzing alternative strategic changes. This course examines the rudiments of decision theory, decision trees, and qualitative and quantitative research methods, while actively using case studies, research methods and other tools and exercises critical to formulating decisions. Research questions are drawn from marketing, finance, operations management, and other management functions within a broad set of industries.

## **Core Course**