

MBA 5515, Business Research Proposal

Course description: Proposal phase of the business research project in cooperation with an approved instructor. *Prerequisites: Consent of approved instructor and approval of a completed application by the Graduate Business Studies Coordinator. Must be enrolled concurrently in MBA 5510, Business Research Methods.*

Learning Objectives:

1. Demonstrate an understanding of the fundamentals of business research by completing a research project proposal that will be expanded in an independent study project.
2. Identify an appropriate research topic that deepens understanding of business knowledge.
3. Identify an appropriate research topic that will solve a business problem or provide information that builds on existing literature.
4. Utilize relevant and appropriate sources of data using traditional and electronic information sources including but not limited to trade journals, newspapers, periodicals, the Internet, and databases.
5. Defend proposal design and research methods in both report and presentation formats.
6. Investigate the application process to a Ph.D. program in business.