

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Organizational Project II

COURSE NUMBER: BBM 406

I. RATIONALE:

The ultimate goal of organizational leadership is to provide an environment within which the organization can flourish and achieve its objectives in the most efficient and effective manner. Identifying and solving organizational problems and improving efficiency are among the most important functions that the leaders of an organization can undertake. This course utilizes the student's knowledge developed in previous business courses, adds the element of business research methods, and integrates these skills to apply them to the analysis and solution of important business problems.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Gain an understanding of what kinds of data and information are most appropriate to help solve selected organizational problems and how to best collect that data.

Learning Outcomes: The student will:

- A-1 Learn how to use well developed investigative questions as a guide to determine the kinds of information necessary to solve a management problem.
- A-2 Develop an understanding of how to find reliable data sources that will assist to answer investigative questions.
- A-3 Develop an understanding of measurement and measurement scales and their importance to developing reliable research information.
- A-4 Learn to develop questionnaires and other instruments that produce information to solving the management problem.

GOAL B:

Understand basic measurement and measurement scales and learn to design surveys, questionnaires, and other data collection instruments.

Learning Outcomes: The student will:

- B-1 Be able to explain the characteristics of good research measurement.
- B-2 Develop an understanding of different measurement scales and how they are used.
- B-3 Understand how the management-research question hierarchy links the management question to the questionnaire or communication instrument.

- B-4 Understand how the questions and instrument design influences the instrument quality, reliability, and validity.

GOAL C:

Develop a basic knowledge of sampling and sampling design

Learning Outcomes: The student will:

- C-1 Understand sampling theory.
- C-2 Explain the characteristics of accuracy and precision for good sample validity.
- C-3 Explain the differences of probability and non-probability sampling
- C-4 Understand the different sampling techniques and when each is used.

GOAL D:

Demonstrate an ability to analyze and organize data for clear and concise presentation

Learning Outcomes: The student will:

- D-1 Understand the importance of editing data and the use of coding to categorize responses.
- D-2 Explain the meaning of “content analysis” and what it is used for.
- D-3 Understand how to handle “Don’t Know” responses and missing data.
- D-4 Understand how to use data analysis and cross-tabulation to improve data presentation

GOAL E:

Learn to apply sound research skills to organizational problems

Learning Outcomes: The student will:

- E-1 Follow the detailed process of identifying and defining a problem, asking the correct questions to understand the information necessary for problem solution, and developing appropriate instruments to obtain the needed information.
- E-2 Identify issues that may have influenced or limited the quality of the research that was done
- E-3 Analyze and present data in a clear concise manner.
- E-4 Prepare both written and oral presentations to clearly present research findings in a professional manner.

GOAL F:

Develop an understanding of some of the basic tools of data analysis and measurements of association.

Learning Outcomes: The student will:

- F-1 Explain the meaning of a correlation coefficient and how it is used.
- F-2 Explain the meaning of a linear regression and how it is used.

GOAL G:

Demonstrate the ability to assimilate and communicate knowledge, ideas, and innovations covering significant aspects of organizational research through written and oral presentations

Learning Outcomes: The student will:

- G-1 Identify and be able to construct a written research report using those components most appropriate for the scope of the research project in question.
- G-2 Develop a basic understanding of and be able to effectively present statistics in a research report.
- G-3 Understand how develop an effective oral presentation of a research report including the appropriate use of visual effects.

III. SUPPLEMENTAL OBJECTIVES:

The student will demonstrate the ability to express ideas at a high level of proficiency both orally and in writing. These proficiencies will be demonstrated through several writing exercises leading up the research proposal as well as the research proposal itself. Oral presentation skills will be demonstrated through interim oral progress reports of the business problem research as well as routine course communication.

IV. METHODOLOGY:

Assignments and Exams:

Research Report

(Guidelines and instructions for the report)

You must use the APA style for writing the research report and citing references. You should properly reference the section of the textbook material that you are using, if any, for your report. A guide has been provided for you to follow under the Course Documents section on Blackboard. The report must be submitted on time to receive full credit.

V. SUPLELMENTAL MATERIALS:

Supplemental materials will, in general, be available on Blackboard and will be assigned as needed.