This course is designed to provide a general introduction to research methodologies used in contemporary business research.

## Course Outline:

1. Scientific investigation
2. Preliminary data gathering, problem definition
3. Theoretical framework and modeling
4. Elements of research design
5. Validity and reliability
6. Measurement of variables
7. Data collection methods
8. Sampling
9. Data analysis and interpretation
10. Research report
11. Management decision making and research

### Applied Multivariate Statistical Analysis:

1. Inferences about Multivariate Means and Linear Models
2. Analysis of Covariance Structure
3. Discrimination and classification

Course project is essential to all students. Assignments of SPSS or SAS on computers are necessary.