



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**BUS8400 Introduction to Research Methods and Design**  
**3 Semester Hours**

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**Student Learning Outcomes & Enabling Objectives**

1. Identify and evaluate the types of qualitative and quantitative research designs and the basic elements for each.
  - a. Describe what factors distinguish research from non-research and give an example for each.
  - b. Define 5 types of qualitative research design.
  - c. Define and differentiate between experimental vs non-experimental quantitative research design.
  - d. Define mixed methods research design.
2. Differentiate between explanatory variables, quantitative variables, qualitative variables and levels of measurement.
  - a. Define and give an example of 2 types of explanatory variables.
  - b. Describe the difference between a qualitative variable vs a quantitative variable.
  - c. Define and illustrate the level of measurement.
3. Compare and contrast validity and reliability in quantitative and qualitative research.
  - a. Define and give an example of each of the 3 types of validity in quantitative research.
  - b. Discuss 2 types of threats to validity in quantitative research.
  - c. Define validity in qualitative research and discuss 4 strategies used in qualitative research to check the accuracy of the findings.
  - d. Define reliability in quantitative research and give an example.
4. Define the unit of analysis and discuss population and sampling.
  - a. Define target population, sampling frame, and sample.
  - b. Define and give an example of 4 types of probability sampling.
  - c. Define and give an example of 3 types of nonprobability sampling.
5. Analyze methods for data collection and data cleaning.
  - a. Discuss 4 types of data collection for qualitative research.
  - b. Define cross-sectional survey and longitudinal survey.
  - c. Discuss data cleaning and describe 2 techniques to clean data.
6. Differentiate between data analysis in quantitative research and in qualitative research.
  - a. Describe pilot testing and give 4 guidelines for doing a pilot test.
  - b. Differentiate between data analysis techniques in qualitative research and techniques in quantitative research.
7. Discuss descriptive statistics and inferential statistics.

- a. Differentiate between descriptive statistics and inferential statistics.
  - b. Describe hypothesis testing and its purpose.
8. Consider and evaluate best practices for ethics in research and understand ethical standards required in research and in particular those of Baker College.
  - a. Describe why ethics in research is important.
  - b. Define Institutional Review Board (IRB) and its purpose.
9. Analyze and synthesize responses to colleague comments in the Discussion thread area.
  - a. Demonstrate through explanations and illustrations key concepts.
  - b. Critique colleague comments for discussion questions.
  - c. Reference research to support discussion questions

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These SLOs are not approved for experiential credit.

**Effective: Summer 2018**