

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Organizational Project
COURSE NUMBER: BBM 407
PRE-REQUISITE(S): All OM core courses must be completed before students can enroll in BBM407. (BBM 201, BBM 325, BBM 320, BBM 370, BBM 400, BBM 411, BBM 412, FIN 300, BLA 303, BMK 305, FIN 304, HRM 310, HRM 311, and MIS 320)

COURSE DESCRIPTION:

The 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 adds the element of business research methods, and integrates these skills to apply them to the analysis and solution of important business problems.

MAJOR INSTRUCTIONAL GOALS

GOAL A:

Understand what kind 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 Explain 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 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 Explain the characteristics of good research measurement
- B-2 Develop an understanding of different measurement scales and how they are used
- B-3 Identify how the management-research question hierarchy links the management question to the questionnaire or communication instrument
- B-4 Explain how the questions and inst

GOAL F:

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:

- F-1 Construct a written research report using those components most appropriate for the scope of the research project in question
- F-2 Present statistics in a research report
- F-3 Develop an effective oral presentation of a research report including the appropriate use of visual effects