Course Learning Outcomes for Unit III

Upon completion of this unit, students should be able to:

1. Discuss the importance of research-based decision making in a company.
   1.1 Summarize how qualitative methods of research aid in decision making of a discipline.

4. Describe how qualitative research methods are used.
   4.1 Describe specific qualitative methods that could be used within a discipline.
   4.2 Explain the effectiveness of qualitative methods of research within a discipline.

7. Appraise current research tools used in business and industry.

Reading Assignment


Unit Lesson

The unit lessons for this course are presented through interactive presentations. Each slide has audio that accompanies it. Once the narration for each slide is complete, the presentation will automatically advance to the next slide. If you would like to stop the presentation on any slide, click the pause button on the bottom left hand side of the presentation. When you are finished watching the presentation, simply close the browser window.

To view the lesson, click on the link below:

[link]
The presentation contains closed captioning if needed. To learn how to enable this feature, click here to view a guide on navigating and using the presentation. To print the presentation with a transcript for each slide, click here.

**Suggested Reading**

This one-hour video of a lecture given by Dr. Roberta E. Goldman was presented during the Harvard Catalyst lecture series. This video will explain different qualitative methods that can be used in public and primary health care studies.

Brown University. (2011). *Qualitative research for public health and clinical investigation* [Video file]. Retrieved from https://www.youtube.com/watch?v=M7PCn_zld4Q