

**Course Number:** OL 4100

**Course Title:** Qualitative Decision-Making

**Course Description:**

A review of methods used to collect information to support business decisions, such as customer surveys, employee surveys, focus groups, competitive studies, and benchmarking. Topics include designing procedures to obtain unbiased data, scaling methods, and analysis and interpretation of data to produce credible results and recommendations. Emphasis is placed on intelligence necessary to support strategic planning activities and initiatives.

**Prerequisites:** OL 4000.

**Credit hours:** 3

**Learning Outcomes:**

Upon the successful completion of this course, students will be able to:

1. Discern when to use qualitative techniques and the limitations of qualitative studies.
2. Design a study around research questions, choose appropriate samples from the population, and prepare the research instruments.
3. Prepare to conduct in-depth interviews and focus groups.
4. Analyze data and correlate results of qualitative studies.
5. Draw conclusions from studies and prepare a written report and presentation.

## OL 4100 – Qualitative Decision-Making

### Online Course Syllabus Content

#### Instructor Information

Please see Professor Profile at the Blackboard instructional site.

#### Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

#### Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at <https://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

#### Textbook:

Ritchie, J., & Lewis, J. (Eds.). (2003). *Qualitative research practice*. Thousand Oaks, CA: Sage Publications.

#### Grading Events & Grading Criteria

##### All assignments must be submitted via Blackboard

The course is divided into five modules. Each module covers up to four chapters in the text. Each chapter will have different assignments provided for it. Some of the assignments will be to contribute to discussion in one of the various forums that have been set up. Other assignments will be to complete multiple-choice quizzes. There are a total of **1020 points** possible for this course.

#### Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

**NOTE** that at Indiana Tech you must retake this course if you get a C- or lower.

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You can see the total number of points available by clicking on the My Grades button in the course menu. You'll see a listing of each assignment, my comments or attachments, and the grade as well.

## Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

## Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is
  - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
  - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
  - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated university authority.

## Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

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Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to [OnlineSupport@IndianaTech.edu](mailto:OnlineSupport@IndianaTech.edu) with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.

## **Assignment Submission Rules**

Remember that you submit your assignments in the modules right below the instructions, not via email. Email is only for quick communication or problems. Remember that you must be using Microsoft Word. You may temporarily save your files in RTF format until you get Microsoft Word.

RTF format stands for Rich Text Format. It is a universal format and can be viewed using almost all type of word-processing software.

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Here is how to save a new file in rft format:

1. Open your word processing software
2. Create the document
3. Click on File
4. Click on Save As
5. In the "File Name" field, enter a file name
6. In the "Save as Type" field, click on the drop-down menu and select Rich Text Format (.rtf)
7. Click Save

Here is how to save a file in rft format that was already saved in another format:

1. Open your word processing software
2. Click on File
3. Click on Save As
4. In the "File Name" field, enter a file name
5. In the "Save as Type" field, click on the drop-down menu and select Rich Text Format (.rtf)
6. Click Save