Type your Name Here

American Intercontinental University

BUSN311 – Quantitative Methods and Analysis

Date of Submission

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Unit 5 Individual Project**

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Organization Background**

Students will choose a company of their liking and use any of the 2 (qualitative or quantitative) research and analysis methods to demonstrate selected perceptions (approved by the faculty) of the company. This project requires you to research, review, and analyze perceptions of the company. Specifically, your research paper will include the following:

Provide background information on the chosen organization. Select a publicly traded company (traded on a stock market) EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit). **This section is worth 10 points. This section should be a paragraph is length**

**Research on qualitative research methods**

Description of the diverse literature available on varied research methods. Paragraph 1 will address one qualitative research method.

Paragraph 2 will address one qualitative research method.

Paragraph 3 will address one qualitative research method.

**This section is worth 30 points. These 3 paragraphs are GENERAL RESEARCH on the methods.** EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**Research on quantitative research methods**

Description of the diverse literature available on varied research methods. Paragraph 1 will address one quantitative research method.

Paragraph 2 will address one quantitative research method.

Paragraph 3 will address one quantitative research method.

**This section is worth 30 points. These 3 paragraphs are GENERAL RESEARCH on the methods.** EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**Qualitative research method selected for organizational analysis**

Identify the type of research method to be used and justify the reasons for using a particular approach. **NOTE: in the next section you will be applying this QUALITATIVE method to analyze your chosen organization**. **This section is worth 15 points. Select one of the methods that was researched earlier in the paper.** EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**Quantitative research method selected for organizational analysis**

Identify the type of research method to be used and justify the reasons for using a particular approach. **NOTE: in the next section you will be applying this QUANTITATIVE method to analyze your chosen organization**. **This section is worth 15 points. Select one of the methods that was researched earlier in the paper.** EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**Qualitative analysis of organization**

Undertake the research method for data collection and analysis and present the findings.

EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**This section is worth 35 points.**

**Quantitative analysis of organization**

Undertake the research method for data collection and analysis and present the findings.

EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**This section is worth 35 points.**

**Findings of analysis**

Undertake the research method for data collection and analysis and present the findings.

EXPLAIN IN YOUR OWN WORDS. This section MUST be researched. Citations (NOT quotations) must appear in every paragraph with the corresponding source(s) on the reference list at the end of the paper. Unoriginal material (copied or quoted) with receive no credit).

**This section is worth 30 points.**

**Conclusion**

Add some concluding remarks-can be a sentence or two.

**References**

NOTE: The reference list starts on a new page after your conclusion.

See AIU APA Guide for more information

**eBook - AIU Course Textbook**

Author, A. A. (Year). *Title of book in italics.* City, State Abbreviation: Publisher Name.

Retrieved from <http://wow.coursesmart.com/>

**M.U.S.E. Materials**

American InterContinental University. (Year). *Unit title: Presentation title* [Multimedia

presentation]. Retrieved from American InterContinental University Virtual Campus,

Course Code-Session Number-Section Number: https://mycampus.aiu-online.com/

**intellipath**

American InterContinental University. (Year). *Unit title: Presentation title* [intellipath].

Retrieved from American InterContinental University Virtual Campus, Course

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Author last name, A. A. (Year). Title or article. *Title of Journal in Italics, Volume Number*

*in Italics* (Issue Number if Available), Pages. doi:

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*in Italics*(Issue Number if Available), Pages. Retrieved from URL of journal homepage

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*in Italics*(Issue Number if Available), Pages. Retrieved from URL

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Author last name, A. A. (Year, Month Day). Title of article. *Title of Website in Italics*. Retrieved

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Title or article. (Year). *Title of Website in Italics.* Retrieved from URL