

BRIEF SYLLABUS
38:578:507 Strategic Corporate and Industry Research

COURSE DESCRIPTION:

Overview of methods used to investigate the competitive situation/prognosis of an industry's employers, profitability, sales, employment, wages, and unionization; strategic corporate research. **This course is one of several that meets the research methods requirement.**

SMLR LEARNING OBJECTIVES:

III. Research Skills – Demonstrate an ability to collect, analyze and synthesize information to make logical and informed decisions impacting the workplace. Use evidence to evaluate hypotheses, theories and approaches to workplace issues.

Collection and analysis of the type of information needed by unions for use in organizing and bargaining; similar data is also used by various employment relations actors including competitors and financial analysts.

ASSESSMENT OF LEARNING OBJECTIVES:

Assessment of these objectives will be based both on projects and questions on the final exam.

TYPICAL COURSE REQUIREMENTS:

N/A