



Course Learning Outcomes for Unit VIII

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

1. Discuss the importance of research-based decision making in a company.
2. Examine the developmental components of a research study.
 - 2.1. Describe the steps involved in putting together a research study.
 - 2.2. Apply the use of a research study to a discipline.
8. Summarize how a company applies research methods to solve problems within the organization.
 - 8.1 Summarize research methods including advantages and disadvantages of each.
 - 8.2 Discuss effective presentation methods of a research study.

Reading Assignment

In order to access the following resource(s), click the link(s) below:

Avins, A., Bent, S., Padula, A., Staccone, S., Badua, E., & Goldberg, H. (2008). Initial experience with a group presentation of study results to research participants. *Trials*, 9, 16. doi: 10.1186/1745-6215-9-16
Retrieved from <http://dx.doi.org.libraryresources.columbiasouthern.edu/10.1186/1745-6215-9-16>

Opiyo, N., Shepperd, S., Musila, N., Allen, E., Nyamai, R., Fretheim, A., & English, M. (2013). Comparison of alternative evidence summary and presentation formats in clinical guideline development: A mixed-method study. *PLoS ONE*, 8(1). 1-9. doi: 10.1371/journal.pone.0055067 Retrieved from <https://libraryresources.columbiasouthern.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=85384160&site=ehost-live&scope=site>

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:

http://columbiasouthern.adobeconnect.com/mba5652_unitviii/

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 video will explore why Steve Job's presentations are interesting and effective. This information could be helpful if you are planning your own oral presentation.

analuizaff. (2009, November 15). *Make a presentation like Steve Jobs* [Video file]. Retrieved from https://www.youtube.com/watch?v=RHX-xnP_G5s

This video, presented by Jason Teteak, who wrote *Rule the Room*, will explore how to give a successful presentation using your own personal style.

Rule the Room. (2013). *TED talks – Jason Teteak: Give a TED talk everywhere you go* [Video file]. Retrieved from <https://www.youtube.com/watch?v=5h7DeGQLxk0>