

TECH 646 Homework Assignment 2

Assigned date: Aug. 31, 2018

Due date: September 6, 2018, before 5 PM, as an email attachment

Turn-in requirements:

- Part I-A: PowerPoint slide
- Part II: Read and prepare for class discussion (no turn-in required)

References:

Text Book Discussion Questions and Exercise Problems

Cooper, D.R., & Schindler, P.S., ***Business Research Methods*** (12th edition)

PART I-A: Discussion Questions (Making Research Decisions), pages 50-51

Question 1. A Competitive Group in the In-Flight Magazines

Question 2. Free Water in Micro Beach: Boaters Inc. versus City

Question 3. The High Cost of Organizational Change

Question 4. Data-Mining Ethics and Company Growth Square Off

Each student should prepare and submit a Microsoft PPT slide that includes the following needed information for all questions:

- a) Question Title
- b) Highlights of the dilemma that required Ethical Decisions
- c) Most prudent decision
- d) The implications

PART II- Reading Assignment

- Read Chapter 3. Thinking Like a Researcher, of Boo1 - Business Research Method