

Business Administration

Course Number: **BUAD 491**

Course Title: **BUSINESS RESEARCH METHODS**

Credits: **3**

Professors

Lynn Sparling <i>Course Captain</i>	250-762-5445 x4386	K: E218	lsparling@okanagan.bc.ca

Sheif3P AMCID 23-B

Notes

<p>Assignment 1 – Potential Projects (5%) You are to identify and evaluate at least three potential research projects that you could pursue as a project for BUAD 491 and 492. Evaluation criteria will be pre-established in class with your fellow students and professors.</p>
<p>Assignment 2 – Project Decision Statement (5%) You are to identify and formulate a statement of your research problem with your client. In addition, you, with your client, will develop four to six research objectives for your study.</p>
<p>Assignment 3 – Decision Statement, Research Objectives & Annotated Bibliography (10%) You are to research and document secondary information sources, which will assist in the clarification of your primary research objectives. This assignment is very relevant to the quality of your research proposal and your project report chapter 2.</p>
<p>Assignment 4 – Research Proposal (20%) All students are required to submit a formal Research Project Proposal in order to complete assignment in order to qualify for the Business Research Project course (BUAD 492).</p>
<p>Assignment 5 – Research Ethics Board (REB) Submission (8%) - www.pre.ethics.gc.ca complete an OC-REB Form 7 (Student Application) for the primary research component of your project. Guidelines for the student application must be strictly followed. Form 7, its guidelines and a consent letter are posted in Moodle.</p>
<p>Assignment 6 – BUAD 492 Project Report Chapter 2 (10%) For this assignment, you are to complete a literature search and prepare chapter 2 of your BUAD 492 project report. The research report posted on Moodle. ort Writing</p>
<p>Weekly Quizzes (12%) Throughout the term there will be weekly quizzes. These quizzes are to evaluate your comprehension of text readings.</p>
<p>Classroom Contribution (10%) Your classroom contribution mark will be assigned based on class attendance and on your participation during large and small group sessions. The quality of your contribution will be evaluated throughout the semester.</p>
<p>Final Exam (20%) Your final exam will be based on your text, as outlined in the pre-readings. You must achieve a minimum of 68 percent in this evaluation component to qualify for BUAD 492.</p>
<p>To qualify for BUAD 492, students must attain a minimum grade of 76% on their research proposal and a grade of 68% on the final exam.</p>

Required Texts/Resources

<p>Zikmund, W.G., Babin, B.J, Carr, J.C., Griffin, M. (2013). Business Research Methods, 9th Edition, South-Western, Cengage Learning</p>
<p>Pallant, J. (2016). SPSS Survival Manual – A Step by Step Guide to Data Analysis using SPSS, 6th Edition, McGraw Hill</p>

Course Schedule

Friday	Monday Oct 9 Thanksgiving Day <i>no classes</i> Monday Nov 13 Remembrance Day <i>no classes</i> Tuesday Dec 5 Last Day of Classes		
Sept 8	Introduction Course Expectations Role of Business Research Potential Research Project Guidelines		

