

Business Administration

Course Number:	BUAD 491
Course Title:	BUSINESS RESEARCH METHODS
Credits:	3
Calendar Description:	This course prepares students to work closely with businesses or will study research methodology and consulting practices used in the business community. Students will complete a project proposal, which meets the academic standards of the department and requirements of the business client. BUAD 491 is a capstone course in the BBA program and is required for the BBA honours degree. This course is to be taken in the final year of the program.
Semester and Year:	FALL 2020
Prerequisite(s):	BUAD 315 and completion of 90 credits towards the BBA degree, or permission of the department
Corequisite(s):	No
Prerequisite to:	BUAD 492
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA (Honours) - Required

Professors

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Sheilagh Seaton	250 486-7412	Online	sseaton@okanagan.bc.ca
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Learning Outcomes

Upon completion of this course students will be able to

- assess the nature and scope of business problems.
- conceptualize and determine alternative approaches for solving these problems.
- apply basic research methods and the related computer tools.
- formulate a business problem that meets the needs of a business client and the academic requirements of the course.
- prepare a research project proposal that meets the needs of the department and a business client.
- submit a research ethics application that meets college standards.
- demonstrate the consulting skills necessary for developing an applied research project proposal and final research report.

Course Objectives

This course will cover the following content:

See weekly Course Schedule.

Evaluation Procedure

Assignment 1 Potential Projects	5%
Assignment 2 - Project Decision Statement	5%
Assignment 3 - Research Objectives & Bibliography	10%
Assignment 4 Research Proposal	20%
Assignment 5 REB Submission	8%
Assignment 6 Project Report Chapter 2	10%
Weekly Quizzes	12%
Classroom Contribution	10%
Final Exam ¹	20%
Total	100%

¹ 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.

Notes

Course Schedule

Date		Topic	Textbook	Assignments
2020		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday		
Sep	11	Introduction Course Expectations Role of Business Research Potential Research Project Guidelines	Ch. 1	
	18	Research Projects & Criteria Project Identification Student Research Experiences Library Presentation	Ch. 2 Ch. 3	Assignment 1 Potential Projects Due
	25	Problem Definition Business Research Process Problem Identification and Formulation Evaluating Potential Projects	Ch. 4 Ch. 6 (pg. 106-123)	
Oct	2	Data Collection & Research Proposal Preparation Secondary Data Collection Secondary Information Sources Writing your Research Proposal Library Presentation	Ch. 6 (pg. 123-128) Ch. 8 Proposal Writing Guideline	Assignment 2 Project Decision Statement Due
	9	Research Methods I Qualitative Research Tools Primary Data Collection	Ch. 7	Assignment 3 Decision Statement, Research Objectives & Annotated Bibliography Due
	16	Research Methods II Survey Research Methods Peer Review of Research Proposal	Ch. 9 Ch. 10	
	23	Research Methods III Nature of Measurement Levels and Evaluation of Scales	Ch. 13 Ch. 14	Assignment 4 Research Proposal Due
	30	Research Methods IV & Ethics Questionnaire Design OC-REB Requirements and Preparation	Ch. 5 Ch. 15, 15A	
Nov	6	Primary Data Collection I Sampling Design and Procedures Sample Size	Ch. 16 Ch. 17	Assignment 5 Draft of REB Submission Due
	13	Primary Data Collection II The Nature of Fieldwork Interview and Observation Techniques	Ch. 18 Ch. 11	Tentative - Assignment 5 REB Submission Due
	20	Writing Your Research Report	Report Writing Guideline	
	27	Data Analysis I Planning and Pre-analytical Issues Code Book Peer Review of Project Chapters	Ch. 19	
	4	Data Analysis II Basic Data Analysis, Descriptive Statistics Selecting Software Tools	Ch. 20	Assignment 6 Project Report Chapter 2 Due
Dec	9-19	Final Exam Period		

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY
