

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 consulting capacity. Students 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 2022
Prerequisite(s):	BUAD 315 and completion of 90 credits towards the BBA degree, or permission of the department
Corequisite(s):	No



Notes

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.
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.
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.
Assignment 4 – Research Proposal (10%) All students are required to submit a formal Research Project Proposal in order to complete BUAD andout posted on Moodle.
Assignment 5a – Methodology Tools (10%) You will submit a complete version of your data collection tool(s) as determined by your chosen methodology. The data collection tools need to be submitted with your Research Ethics Board application (see Assignment 5b).
Assignment 5b – Research Ethics Board (REB) Application (8%)

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of