

Business Administration

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| Course Number: | BUAD 491 |
| Course Title: | BUSINESS RESEARCH METHODS |
| Credits: | 3 |
| Calendar Description: | This course prepares students to work closely with businesses or organizations in an 'entry level' 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 2015 |
| 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 |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | |
| Originally Developed: | |

Professors

| Name | Phone number | Office | Email |
|-----------------|---------------------|---------------|--|
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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

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| Final Projects | 5% |
| Project Decision Statement | 5% |
| Research Objectives & Bibliography | 10% |
| Research Proposal | 20% |
| Research Ethics Board Submission | 8% |
| Final Report Chapter 2 | 10% |
| | 12% |
| | 10% |
| | 20% |
| | 100% |
| BUAD 492, students must attain a minimum grade of 76% on the research proposal and a grade of 68% on the final exam. | |

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| <p>Potential Projects (5%) You will evaluate at least three potential research projects that you could pursue in BUAD 491 and 492. Evaluation criteria will be pre-established in class with your professors.</p> |
| <p>Project Decision Statement (5%) You will formulate a statement of your research problem with your client. In your client, you will develop four to six research objectives for your study.</p> |
| <p>Decision Statement, Research Objectives & Annotated Bibliography (10%) You will find and document secondary information sources, which will assist in the development 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>Research Proposal (20%) You are required to submit a formal Research Project Proposal in order to complete the course. Research proposal requirements for this course are detailed in the "Proposal Requirements" handout posted on Moodle. You must attain a minimum of 76 percent in this assignment to qualify for the Business Research Project course (BUAD 492).</p> |
| <p>Research Ethics Board (REB) Submission (8%) You must complete an ethics "on-line" certification at www.pre.ethics.gc.ca Click 'English' and 'Post-Secondary Education'. You must print out and hand in your certificate. You are to complete Form 7 (Student Application) for the primary research component of your project. The student application must be strictly followed. Form 7, its guidelines and instructions are posted in Moodle.</p> |

Notes (con't)**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.

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.

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.

Required Texts/Resources

Zikmund, W.G., Babin, B.J, Carr, J.C., Griffin, M. (2013). Business Research Methods, 9th Edition, South-Western, Cengage Learning

Pallant, J. (2013). SPSS Survival Manual – A Step by Step Guide to Data Analysis using SPSS, 5th Edition, McGraw Hill

Course Schedule

| Date | | Topic | Textbook | Assignments |
|-----------|----|---|----------|-------------|
| Wednesday | | Tues. Sept 8 College-wide Orientation Day Wed. Sept 9 Classes begin Mon. Oct 12 Thanksgiving Day – no classes Wed. Nov 11 Remembrance Day – no classes Thur. Dec 10 Last day of regularly scheduled classes | | |
| Sept | 9 | Introduction Course Expectations Role of Business Research Potential Research Project Guidelines Research Projects & Criteria | Ch 1 | |
| | 16 | Project Identification Student Res c Identification | | |

