



Business Administration

Course Number:	BUAD 492
Course Title:	BUSINESS RESEARCH PROJECT
Credits:	3
Calendar Description:	This course implements the research methodology and consulting practices learned in BUAD 491. Project work outlined in the research proposal (prepared in BUAD 491) provides the basis for the client's business proposal and the final project report. Student-led seminars provide opportunities for dealing collectively with project problems, and for presenting individual progress reports. A final project presentation involving students and invited business guests is required.
Semester and Year:	Winter 2015
Prerequisite(s):	BUAD 491
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BUAD 492 is a capstone course in the BBA degree and is required for the BBA honours degree.
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	This course is to be taken in the final year of the program. Students who have credit for BUAD 490 cannot take BUAD 492 for further credit.
Development Date:	November 2012
Revision Date:	November 2013
Chair's Approval:	

Notes

To qualify for a BBA (Hons.) degree, students must complete BUAD 492 with a minimum grade of 76 percent and the BBA program with a minimum Graduating Grade Average (GGA) of 76%.
Final Presentation To receive the BBA (Hons.) degree, students must participate in this final presentation examination component, on the date and time scheduled.
Codebook (5% of grade) In assignment 1 you will prepare a formal research codebook. This codebook will provide the bridge between the survey instrument that you developed in BuAd 491 and the SPSS statistical analysis program you will use in this course. You must complete your codebook before setting up the SPSS for data entry. The format for the codebook is found in the assignment 1 details posted in Moodle. Your detailed codebook is due at the beginning of class on week two.
Methodology Chapter 3 (10% of grade) Assignment 2 focuses on the research methodology you have selected to solve your client's problem. Once you have determined your plans, you are to write chapter three of your report as if you had completed the project - use the present and past tenses. Follow the format outlined in the Writing Your Business Research Report handout. As well, a grading sheet has been posted in Moodle to assist with the format. You are expected to document all in-text references and to attach your list of References, using the American Psychological Association (APA) style.
Findings Chapter 4 (10% of grade) Assignment 3 is the chapter that presents the finding of your primary research. In this chapter you will communicate, in a logical order, the findings that were produced for each of your research objectives. Follow the format outlined in the Writing Your Business Research Report handout. As well, a grading sheet has been posted in Moodle to assist with the format.
Final Research Report (30% of grade) Assignment 4 is your research report. The report will be graded and returned to so you will have two weeks to prepare a final version for presentation to your client on the Presentation Day. The format of the research report is to follow the Writing Your Business Research Report handout, but your text also provides useful background material.
SPSS Exercises (15% of grade) Four SPSS exercises will be assigned in weeks 1 through 4. These exercises will be due the following week.
Seminar Participation/Presentation Practices/Review Session (10% of grade) At each weekly seminar, students are expected to present prepared status reports on their research projects. The weekly discussion topics are listed on the course outline. Participation marks will be awarded on the basis of seminar preparation and contribution to other class members' projects. Presentation practice sessions will be held as per the schedule. Participation marks are also awarded for submission of REB Form 8.
Final Presentation Exam (20% of grade) Your final exam, your formal Presentation Day, is on April 13, 2015. A panel and your business client will be grading the quality of your presentation material (15% and 5% respectively). A formal presentation format with a PowerPoint slide show is expected from each student.

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

