



# Business Administration

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| Course Number:          | <b>BUAD 491</b>  |
| Course Title:           | <b>BUSINESS RESEARCH METHODS</b>   |
| 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:      | <b>Fall 2016</b>   |
| 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:   |  |
| EDCO Approval:          |  |
| Chair's Approval:       |  |

**Professors**

| <b>Name</b>                                 | <b>Phone number</b>    | <b>Office</b> | <b>Email</b>   |
|---|------------------------|---------------|--|
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**Learning Outcomes**

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| <p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• assess the nature and scope of business problems.</li> <li>• conceptualize and determine alternative approaches for solving these problems.</li> <li>• apply basic research methods and the related computer tools.</li> <li>• formulate a business problem that meets the needs of a business client and the academic requirements of the course.</li> <li>• prepare a research project proposal that meets the needs of the department and a business client.</li> <li>• submit a research ethics application that meets college standards.</li> <li>• demonstrate the consulting skills necessary for developing an applied research project proposal and final research report.</li> </ul> |
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**Course Objectives**

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| <p>This course will cover the following content:<br/>*See weekly Course Schedule.</p> |
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**Evaluation Procedure**

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| 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 <sup>1</sup>                           | 20%  |
| Total   | 100% |

<sup>1</sup>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

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| <p><b>Assignment 1 – Potential Projects (5%)</b><br/>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><b>Assignment 2 – Project Decision Statement (5%)</b><br/>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><b>Assignment 3 – Decision Statement, Research Objectives &amp; Annotated Bibliography (10%)</b><br/>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><b>Assignment 4 – Research Proposal (20%)</b><br/>All students are required to submit a formal Research Project Proposal in order to complete BUAD 491. The research proposal requirements for this course are detailed in the “Proposal Writing Guidelines” handout posted on Moodle. You must attain a minimum of 76 percent in this assignment in order to qualify for the Business Research Project course (BUAD 492).</p>   |
| <p><b>Assignment 5 – Research Ethics Board (REB) Submission (8%)</b><br/>You are to complete an ethics “on-line” certification at <a href="http://www.pre.ethics.gc.ca">www.pre.ethics.gc.ca</a> Click ‘English’ and ‘TCPS 2 Tutorial’ under Education. You must print out and hand in your certificate. You are to 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><b>Assignment 6 – BUAD 492 Project Report Chapter 2 (10%)</b><br/>For this assignment, you are to complete a literature search and prepare chapter 2 of your BUAD 492 project report. The research report requirements are detailed in the “Report Writing Guidelines” handout posted on Moodle.</p>   |
| <p><b>Weekly Quizzes (12%)</b><br/>Throughout the term there will be weekly quizzes. These quizzes are to evaluate your comprehension of text readings.</p>   |
| <p><b>Classroom Contribution (10%)</b><br/>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><b>Final Exam (20%)</b><br/>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

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

Course Schedule

| Date      |        | Topic  | Textbook   | Assignments   |
|-----------|--------|--|--|---|
| Wednesday |        |  |  |   |
| Sept      | 7      | Introduction<br>Course Expectations<br>Role of Business Research<br>Potential Research Project Guidelines  | Ch 1   |   |
|           | 14     | Research Projects & Criteria<br>Project Identification<br>Student Research Experiences   | Ch 2<br>Ch 3   |   |
|           | 21     | Problem Definition<br>Business Research Process<br>Problem Identification and Formulation<br>Evaluating Potential Projects                         | Ch 4<br>Ch 6<br>(pg 106-123)                                     | Assignment 1<br>Potential Projects<br>Due   |
|           | 28     | Data Collection & Research Proposal<br>Preparation<br>Secondary Data Collection<br>Secondary Information Sources<br>Writing your Research Proposal | Ch 6<br>(pg 123-128)<br>Ch 8<br>Proposal<br>Writing<br>Guideline | Assignment 2 Project<br>Decision Statement<br>Due   |
| Oct       | 5      | Research Methods I<br>Qualitative Research Tools<br>Primary Data Collection  | Ch 7   | Assignment 3<br>Decision Statement,<br>Research Objectives<br>& Annotated<br>Bibliography Due |
|           | 12     | Research Methods II<br>Survey Research Methods<br>Peer Review of Research Proposal   | Ch 9<br>Ch 10  |   |
|           | 19     | Research Methods III<br>Nature of Measurement<br>Levels and Evaluation of Scales   | Ch 13<br>Ch 14   | Assignment 4<br>Research Proposal<br>Due  |
|           | 26     | Research Methods IV & Ethics<br>Questionnaire Design<br>OC-REB Requirements and Preparation  | Ch 5<br>Ch 15, 15A   |   |
| Nov       | 2      | Primary Data Collection I<br>Sampling Design and Procedures<br>Sample Size   | Ch 16<br>Ch 17   |   |
|           | 9      | Primary Data Collection II<br>The Nature of Fieldwork<br>Interview and Observation Techniques  | Ch 18<br>Ch 11   | Assignment 5 Draft<br>of REB Submission<br>Due  |
|           | 16     | Writing Your Research Report   | Report Writing<br>Guideline                                      | Assignment 5 REB<br>Submission Due  |
|           | 23     | Data Analysis I<br>Planning and Pre-analytical Issues<br>Code Book   | Ch 19  |   |
|           | 30     | Data Analysis II<br>Basic Data Analysis, Descriptive Statistics<br>Selecting Software Tools<br>Peer Review of Project Chapters                     | Ch 20  | Assignment 6 Project<br>Report Chapter 2<br>Due   |
| Dec       | 9 - 20 | Final Exam Period  |  |   |

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.