



# Business Administration

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 2021</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:	No
Special Notes:	Minimum grade of 76%. Graduate with a minimum grade average of 76%
Originally Developed:	February 2000
EDCO Approval:	February 2000

Chair's Approval:

A handwritten signature in black ink, appearing to read "Hempel", is written over the "Chair's Approval:" label.

**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 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	10%
Assignment 5a – Methodology Tools	10%
Assignment 5b – 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% in this course and a grade of 68% on the final exam.

## Notes

<p><b>Assignment 1 – Potential Projects (5%)</b> 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> 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> 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 (10%)</b> 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.</p>
<p><b>Assignment 5a – Methodology Tools (10%)</b> 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).</p>
<p><b>Assignment 5b – Research Ethics Board (REB) Submission (8%)</b> 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 submit 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> 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> 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> Classes will take place every Friday morning 8-10.50am. Attendance is mandatory. Your classroom contribution mark will be assigned based on your participation during large and small group sessions. This is a very interactive course. The quality of your contribution will be evaluated throughout the semester based on your contribution in content, engagement, positive attitude, support to other students and timely attendance.</p>
<p><b>Final Exam (20%)</b> 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% in this course and a grade of 68% on the final exam.</p>

## 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. (2016). SPSS Survival Manual – A Step by Step Guide to Data Analysis using SPSS, 7th Edition, McGraw Hill

**Course Schedule**

Date		Topic	Textbook	Assignments
Week of 2021		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6		
Sep	10	Introduction Course Expectations Role of Business Research Potential Research Project Guidelines	Ch. 1	
	17	Research Projects & Criteria Project Identification Student Research Experiences Library Presentation	Ch. 2 Ch. 3	Assignment 1 Potential Projects Due
	24	Problem Definition Business Research Process Problem Identification and Formulation Evaluating Potential Projects	Ch. 4 Ch. 6 (pg. 106-123)	
Oct	1	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
	8	Research Methods I Qualitative Research Tools Primary Data Collection	Ch. 7	Assignment 3 Decision Statement, Research Objectives & Annotated Bibliography Due
	15	Research Methods II Survey Research Methods Peer Review of Research Proposal	Ch. 9 Ch. 10	
	22	Research Methods III Nature of Measurement Levels and Evaluation of Scales	Ch. 13 Ch. 14	Assignment 4 Research Proposal Due
	29	Research Methods IV & Ethics Questionnaire Design OC-REB Requirements and Preparation	Ch. 5 Ch. 15, 15A	Assignment 5a Draft of Methodology Tools due
Nov	5	Primary Data Collection I Sampling Design and Procedures Sample Size	Ch. 16 Ch. 17	Assignment 5a & 5b Draft of REB Submission Due
	12	No Classes		November 15 <sup>th</sup> - Tentative – Assignment 5 REB Submission Due
	19	Primary Data Collection II The Nature of Fieldwork Interview and Observation Techniques	Ch. 18 Ch. 11	
	26	Writing Your Research Report Peer Review of Project Chapters	Report Writing Guideline	
Dec	3	Data Analysis Planning and Pre-analytical Issues Basic Data Analysis, Descriptive Statistics Code Book	Ch. 19 Ch. 20	Assignment 6 Project Report Chapter 2 Due

## **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, 7<sup>th</sup> edition (2019)). 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.