




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 2023
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:	No
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.
Originally Developed:	November 2012
EDCO Approval:	November 2013
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to

- implement the research design selected for your business research problem.
- re-confirm your study's unit of analysis, population, sampling frame and sample.
- complete the remaining OC Research Ethics Board (REB) requirements for your primary data collection.
- execute the data collection necessary for investigating your client's decision statement.
- analyze your primary data and compare it to your secondary research.
- interpret these findings and develop conclusions and recommendations for your client.
- prepare a complete research report.
- prepare a formal presentation to research clients and the public.

Course Objectives

This course will cover the following content:

See weekly schedule

Evaluation Procedure

Assignment - Codebook	5%
Assignment - Methodology Chapter 3	10%
Assignment - Findings Chapter 4	15%
Assignment - Final Research Report	25%
SPSS Exercises (X4)	15%
Final Presentation	20%
Seminar Participation/Presentation Practices/Review	10%
Total	100%

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. (2020). SPSS Survival Manual – A Step by Step Guide to Data Analysis using SPSS, 7th Edition, McGraw Hill

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) For this assignment 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 or other software that you will use in this course. You must complete your codebook before starting your data entry. The format for the codebook is found in the Assignment details posted in Moodle.
Methodology Chapter 3 (10% of grade) This assignment 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 will be 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 (15% of grade) This assignment is the submission of 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 will be posted in Moodle to assist with the format.
Final Research Report (including Chapter 5) (25% of grade) The research report will be graded and returned to you so you will have time 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 based on seminar preparation and collaboration with other class members. This includes contribution in content, active engagement, positive attitude, support to other students outside class and timely attendance. Final research presentation practice sessions will be held as per the schedule. This grade item also includes the submission of REB Form 8.
Final Presentation Exam (20% of grade) Your final exam, your formal Presentation Day, is on April 8, 2022. 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 (or similar software) is expected from each student.

Course Schedule

Date		Topic	Textbook
2023 Fridays		Monday January 9 th , First day of class Monday February 20 th , Statutory Holiday (no classes) February 21 st thru 24 th , Mid-semester study break (no classes) Friday April 7 th and Monday April 10 th , Statutory Holidays (no classes) Friday April 14 th , Last day of class	
Jan	13	Introduction and Course Expectations OC-REB Feedback Basic Data Analysis SPSS Exercise 1 Primary Instrument Review & Update	Ch 20 SPSS Ch 1 - 7
	20	Univariate Statistical Analysis SPSS Exercise 2 Survey input and Analysis Assignment Code Book Due	Ch 21 SPSS Ch 8 - 9
	27	Bivariate Statistical Analysis I: Differences between Two Variables SPSS Exercise 3	Ch 22 SPSS Ch 16 - 18
Feb	3	Bivariate Statistical Analysis II: Measure of Association Survey Data Analysis, SPSS Exercise 4 Chapter 3 Methodology Discussion	Ch 23 SPSS Ch 10 - 13
	10	Chapter 3 Methodology Draft due for Peer Feedback	
	17	Research Report Preparation Review of Report Guidelines and Review Report Evaluation Form Assignment Chapter 3 Methodology Due	Ch 25
	24	<i>Midterm study break (no classes)</i>	
Mar	3	Report Findings and Conclusions Discussion Qualitative and Quantitative Data Analysis Methods	
	10	Chapter 4 Findings Draft due for Peer Feedback	
	17	Assignment Chapter 4 Findings Due Presentation Expectations and Presentation instructions	
	24	Prepare PowerPoint Presentation Final Report (Chapter 5) Due for Peer Feedback	
	31	Assignment Final Report Due for Grading Presentation Practice - Peer Feedback and Critique	
Apr	7	Stat Holiday (no class)	
	14	Formal Presentation Day Presentations to Clients, Community Representatives, Faculty Members and BUAD students REB Form 8 Due	

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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. 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, 7th 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.