



Business Administration

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 2023
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:	

Professors

Name	Phone number	Office	Email
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Learning Outcomes

<p>Upon completion of this course, students will be able to do the following in ways that meet the client's needs and the academic requirements of the course:</p> <ul style="list-style-type: none"> • Develop a research proposal that includes a decision statement and research objectives, background and significance, literature review, research design, and methods. • Design measurement instruments to collect data to meet research objectives. • Submit a research ethics application that meets college standards. • Demonstrate the consulting skills necessary for developing an applied research project proposal. • Display a learning mindset through self-reflection and continuous improvement.

Course Objectives

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

<p>Formative Assessment (30%) Occurs throughout the term and includes chapter quizzes, check-in reflections, peer feedback participation, and initial versions of research proposal and ethics application documents each worth 2-3%. Details will be discussed in class/in Moodle.</p>
<p>Summative Evaluation (70%) Occurs at the end of the term. Research Ethics Board (REB) package worth 50% Research Ethics Board draft revisions worth 10% Final reflection and self-assessment including client feedback worth 10% Details will be discussed in class/in Moodle.</p>
<p>*To qualify for BUAD 492, students must attain a minimum grade of 76% in this course.</p>

Required Texts/Resources

<p>Bell, E., Bryman, A., & Harley, B. (2022). <i>Business research methods</i>. Oxford University Press.</p>
<p>Supplementary resources are dependent on research design and will be discussed in class.</p>

Course Schedule

Date		Topic	Textbook	Assignments
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class		
1	Sept 4	Nature and process of business research and research strategies	Ch 1 and 2	Initial Reflection (2%) in class Quiz Ch 1 – 2 (2%) Sunday night Sept 10
2	Sept 11	Research design, planning, and developing research questions Consulting skills I	Ch 3 and 4	Quiz Ch 3 – 4 (2%) Sunday night Sept 17
3	Sept 18	Reviewing the literature and research ethics	Ch 5 and 6	Quiz Ch 5 and 6 (2%) Sunday night Sept 24 Complete TCPS at www.pre.ethics.gc.ca (certificate to be included in REB package)
4	Sept 25	Communicating business research Consulting skills II	Ch 7	Check-in reflection (2%) Sunday night Oct 1
5	Oct 2	The nature of quantitative research	Ch 8	Background (3%) Sunday night Oct 8
6	Oct 9	The nature of qualitative research	Ch 17	Quiz Ch 8 and 17 (2%) Sunday night Oct 15
7	Oct 16	Sampling in qualitative or quantitative research	Ch 9 or 18	Literature Review (3%) Sunday night Oct 22
8	Oct 23	Deep dive into qualitative or quantitative methods	Ch 10, 11, 12, 13, 14 for quantitative or Ch 18, 19, 20, 21, 22, 23, 24 for qualitative	Decision Statement and Research Objectives (3%) Sunday night Oct 29
9	Oct 30	Deep dive into qualitative or quantitative methods	As above	Check-in reflection (2%) Sunday night Nov 5
10	Nov 6	Workshop REB files		Research Design (3%) Sunday night Nov 12
11	Nov 13	Workshop REB files		Methodology Tools (3%) Sunday night Nov 19
12	Nov 20	Workshop REB files		Proposal (3%) Sunday night Nov 26
13	Nov 27	Workshop REB files		Peer feedback participation (2%) In class Dec 1
14	Dec 4	REB draft revisions		REB package in Moodle (50%) Sunday night Dec 3
Final Exam Period	Dec 11-20	Final REB package submitted officially by instructor, Friday, Dec 15		REB revisions in Moodle (10%) Sunday night Dec 10 Final reflection/self-assessment (10%) Sunday night Dec 17

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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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.