

Business Administration

Course Number: **BUAD 491**

Course Title:

Professors

Name	Phone number	Office	Email
Sheilagh Seaton	250 486-7412	Online	sseaton@okanagan.bc.ca
Svan Lembke	250 575-1137	Online	slembke@okanagan.bc.ca

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 ¹	20%

Notes

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	

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?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

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?