

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:

Professors



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)

In assignment 1 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 1 details posted in Moodle. Your detailed codebook is due at the beginning of class on week two.

Methodology

Course Schedule

Week of:		Monday, January 7 - Classes Start Monday, February 18 – Family Day (no classes) Tuesday, February 19 - Friday, February 22 – Reading Week (no classes) Tuesday, April 12 – Last Day of Regular Classes Friday, April 19 – Monday, April 22 – Easter (no classes)	
Jan	11	Introduction and Course Expectations OC-REB Feedback and Re-submission Basic Data Analysis SPSS Exercise 1 Primary Instrument Review & Update	Ch 20 SPSS Ch 1 - 7
	18	Univariate Statistical Analysis Assignment 1: Code Book Due Editing and Correcting Ch 3: Methodology SPSS Ex 2	Ch 21 SPSS Ch 8 - 9
	25	Bivariate Statistical Analysis I: Differences between Two Variables Draft Ch 3 Methodology for Peer Feedback Survey input and Analysis, SPSS Exercise 3	Ch 22 SPSS Ch 16 - 18
Feb	1	Bivariate Statistical Analysis II: Measure of Association Survey Data Analysis, SPSS Exercise 410	BDC 167.42 680.14 323.11 10.

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?