

Business Administration

Course Number: **BUAD 491**

Course Title: **BUSINESS RESEARCH METHODS**

Credits:

Professors

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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%

Notes

Assignment 1 – Potential Projects (5%)

Course Schedule

2019		Wednesday, Sept 4 - Classes Start Monday, October 14 Thanksgiving (no classes) Monday, November 11 Remembrance Day (no classes) Wednesday, December 4 Last Day of Regular Classes		
Sep	06	Introduction Course Expectations Role of Business Research Potential Research Project Guidelines	Ch. 1	
	13	Research Projects & Criteria Project Identification Student Research Experiences Library Presentation (10am)	Ch. 2 Ch. 3	
	20	Problem Definition Business Research Process Problem Identification and Formulation Evaluating Potential Projects	Ch. 4 Ch. 6 (pg. 106-123)	Assignment 1 Potential Projects Due
	27	Data Collection & Research Proposal Preparation Secondary Data Collection Secondary Information Sources Writing your Research Proposal Library Presentation (10am)	Ch. 6 (pg. 123-128) Ch. 8 Proposal Writing Guideline	Assignment 2 Project Decision Statement Due
Oct	04	Research Methods I Qualitative Research Tools Primary Data Collection	Ch. 7	Assignment 3 Decision Statement, Research Objectives & Annotated Bibliography Due
	11	Research Methods II Survey Research Methods Peer Review of Research Proposal	Ch. 9 Ch. 10	
	18	Research Methods III Nature of Measurement Levels and Evaluation of Scales	Ch. 13 Ch. 14	Assignment 4 Research Proposal Due
	25	Research Methods IV & Ethics Questionnaire Design OC-REB Requirements and Preparation	Ch. 5 Ch. 15, 15A	
Nov	01	Primary Data Collection I Sampling Design and Procedures Sample Size	Ch. 16 Ch. 17	Assignment 5 Draft of REB Submission Due
	08	Primary Data Collection II The Nature of Fieldwork Interview and Observation Techniques	Ch. 18 Ch. 11	
	15	Writing Your Research Report	Report Writing Guideline	Assignment 5 REB Submission Due
	22	Data Analysis I Planning and Pre-analytical Issues Code Book	Ch. 19	
	29	Data Analysis II Basic Data Analysis, Descriptive Statistics Selecting Software Tools Peer Review of Project Chapters	Ch. 20	Assignment 6 Project Report Chapter 2 Due
Dec	7 18	Final Exam Period		

