


Business Administration

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| 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 2018 |
| 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: | |
| 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

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Learning Outcomes

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| <p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> 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. |
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Course Objectives

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| <p>This course will cover the following content: See weekly schedule</p> |
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Evaluation Procedure

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| Assignment 1 Codebook | 5% |
| Assignment 2 Methodology Chapter 3 | 10% |
| Assignment 3 Findings Chapter 4 | 10% |
| Assignment 4 Research Report | 30% |
| SPSS Exercises | 15% |
| Final Presentation Exam | 20% |
| Seminar Participation/Presentation Practices/Review | 10% |
| Total | 100% |

Required Texts/Resources

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| Zikmund, W.G., Babin, B.J, Carr, J.C., Griffin, M. (2013).Business Research Methods, 9th Edition, South-Western, Cengage Learning |
| Pallant, J. (2016). SPSS Survival Manual – A Step by Step Guide to Data Analysis using SPSS, 6th 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

Course Schedule

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| Week of: | Monday Feb 12 Family Day – <i>no classes</i> Tuesday Feb 13 to Feb 16 Mid-semester Study Break – <i>no classes</i> Friday Mar 30 to Monday April 2 Easter – <i>no classes</i> | |

