

Business Administration

Course Number: **BUAD 344**

Course Title:

Professors

<i>Aidan Cole</i> <i>Course Captain</i>	250-762-5445 Email Only	K: E225	acole@okanagan.bc.ca
--------------------------------------------	----------------------------	---------	----------------------

Learning Outcomes

Upon completion of this course students will be able to

- define a management problem and operationalize it into a research problem.
- develop a research design consistent with ethical research practices.
- design valid and reliable quantitative data collection tools.
- determine an appropriate sampling plan that minimizes controllable biases.
- implement a data collection and entry process minimizing administration error.
- analyze quantitative data using statistical software (SPSS).
- prepare a written report and presentation that professionally communicates research results.
- analyze Internal & external secondary data from social media and other sources.

Course Objectives

This course will cover the following content:

- The research process
- Types of research
- Types of data
- Basic descriptive statistics

Course Schedule (tentative)

