

# Business Administration

Course Number: **BUAD 491**

Course Title:

**Professors**

Name	Phone number	Office	Email
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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%
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 <sup>1</sup>	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**

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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**

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### **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?**