



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: **WINTER 2024**

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: No

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:

A handwritten signature in blue ink that reads "Devin Rubadeau".

Professors

Name	Phone number	Office	Email
Danielle Robinson (Course Captain)	250-809-2838	K: E225 P: PE A06C	drobinson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- 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.

Course Objectives

This course will cover the following content:

See weekly schedule

Evaluation Procedure

Formative Assessment (20%) Analysis demonstration in small groups 10% Chapter 4 Initial submission 2.5% Chapter 5 Initial Submission 2.5% Academic report initial submission 2.5% with evaluation feedback Client/industry/community report initial submission 2.5% with evaluation feedback
Summative Evaluation (80%) Final academic report 40% Final report for industry/community audience 15% Final Presentation 15% REB form 8 5% Final reflection 5% Details will be discussed in class/in Moodle.
*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%.

Required Texts/Resources

Bell, E., Bryman, A., & Harley, B. (2022). <i>Business research methods</i> . Oxford University Press.
Supplementary resources are dependent on research design and will be discussed in class.

Course Schedule: Fridays 8-10:50am

Date		Topic	Activity
2024 Week of		Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
1	Jan 8	REB feedback Analysis Intro	REB revisions
2	Jan 15	Analysis Software	Ch 25 or Ch 15&16 Data Collection
3	Jan 22	Analysis Software	Ch 25 or Ch 15&16 Data Collection
4	Jan 29	Analysis Demonstration group presentations on Jan 31	Analysis demo: SPSS or NVIVO Data Collection
5	Feb 5	Data Collection fieldwork	Data Collection fieldwork
6	Feb 12	Data Collection fieldwork	Finish Data Collection/Start Analysis
	Feb 19	READING WEEK NO CLASS FRIDAY	Data Analysis
7	Feb 26	Data analysis workshop	Data Analysis
8	Mar 4	Data analysis workshop	Data Analysis
9	Mar 11	Data analysis workshop	Ch 4 submission due March 17
10	Mar 18	Returning to the literature and recommendations workshop	Ch 5 submission due March 24
11	Mar 25	Workshop academic report EASTER WEEKEND NO CLASS FRIDAY	Academic report initial submission due March 31
12	April 1	Workshop presentations	Client report initial submission due Apr 7
13	April 8	Presentations	Final Presentation on Apr 12
Tue, Apr 16 - Thu, Apr 25		Final Exam Period	Final reflection due date TBA Final report for client Final Academic report REB form 8 all due Apr 25

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?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.