

# Business Administration

Course Number: **BUAD 491**

Course Title: **BUSINESS RESEARCH METHODS**

Credits: 3

Calendar Description: This course prepares students to

**Professors**

Name

Phone number

Office

Email

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**Course Schedule**

Date		Topic	Textbook	Assignments
<b>2023</b> Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class		
1	Sept 4	Nature and process of business research and research strategies	Ch 1 and 2	Initial Reflection (2%) in class Quiz Ch 1 – 2 (2%) Sunday night Sept 10
2	Sept 11	Research design, planning, and developing research questions Consulting skills I	Ch 3 and 4	Quiz Ch 3 – 4 (2%) Sunday night Sept 17
3	Sept 18	Reviewing the literature and research ethics	Ch 5 and 6	Quiz Ch 5 and 6 (2%) Sunday night Sept 24 Complete TCPS at <a href="http://www.pre.ethics.gc.ca">www.pre.ethics.gc.ca</a> (certificate to be included in REB package)
4	Sept 25	Communicating business research Consulting skills II	Ch 7	Check-in reflection (2%) Sunday night Oct 1
5	Oct 2	The nature of quantitative research	Ch 8	Background (3%) Sunday night Oct 8
6	Oct 9	The nature of qualitative research	Ch 17	Quiz Ch 8 and 17 (2%) Sunday night Oct 15
7	Oct 16	Sampling in qualitative or quantitative research	Ch 9 or 18	Literature Review (3%) Sunday night Oct 22
8	Oct 23	Deep dive into qualitative or quantitative methods	Ch 10, 11, 12, 13, 14 for quantitative or Ch 18, 19, 20, 21, 22, 23, 24 for qualitative	Decision Statement and Research Objectives (3%) Sunday night Oct 29
9	Oct 30	Deep dive into qualitative or quantitative methods	As above	Check-in reflection (2%) Sunday night Nov 5
10	Nov 6	Workshop REB files		Research Design (3%) Sunday night Nov 12

## **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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