



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 2020
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

Professors

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Learning Outcomes

Upon completion of this course students will be able to

- implement the research design selected for your business research problem.
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complete the remaining OC Research Ethics Board (REB) requirements for your primary data collection.
- execute the data collection necessary
- 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

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 final presentation examination component, on the date and time scheduled.

Codebook (5% of grade)

In assignment 1 you will prepare a formal research codebook. This codebook will provide the bridge between the survey instrument that you developed in BuAd 491 and the SPSS statistical analysis program or other software that you will use in this course. You must

