UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2 (Page 1)

COURSE IMPLEMENTATION DATE:	September 1992
COURSE REVISED IMPLEMENTATION DATE:	September 1999
COURSE TO BE REVIEWED: (Four years after implementation date)	(MONTH YEAR format)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **Business Administration**

COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
BUS 320		**3**

Business Research Methods

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION: This course examines different research methodologies and their applicability to various business research problems. Emphasis is placed upon survey research. Students will be expected to complete a major research project, which includes research design, questionnaire construction, data collection, data analysis and report writing. Computer software will be used for statistical analysis.

PREREQUISITES: **Acceptance to Bachelor of Business Administration degree**
COREQUISITES: **BUS 301 (may be taken as a prerequisite)**

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**15**	Hrs
Seminar:	**30**	Hrs
Laboratory:		Hrs
Field Experience:		Hrs
Student Directed Learning:		Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE: _____
HOURS PER DAY: _____

MAXIMUM ENROLLMENT:	**25**	
EXPECTED FREQUENCY OF COURSE OFFERINGS:	**Fall and Winter**	
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☐ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

AUTHORIZATION SIGNATURES:

Course Designer(s): David Chin
Chairperson: W.R. (Dick Bate) *(Curriculum Committee)*
Department Head: Casey Sheridan
Dean: W.R. (Dick Bate)
PAC Approval in Principle Date:
PAC Final Approval Date: 1999

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES / CONTENT:

Rationale: This is an introductory research course for marketing and general business management that focuses on the provision of information for decision making. Students will be introduced to the basic principles of business research and learn to apply these principles in a practical manner.

Aims: The aim of this course is for students to be able to define and practice the principles of business research methods.

Objectives: On completion of this course, students should be able to understand:

1. What business research is, what kind of information it can provide, and how it is used by management.
2. Alternative research designs and their relative strengths and weaknesses.
3. The major types of sampling plans and their advantages and disadvantages.
4. The meaning of measurement and scaling, and their application in business research.
5. The process of obtaining information by surveys and observation of respondents.
6. The analysis of data obtained through surveys.
7. Control, evaluation, reporting in business.

METHODS: The class will comprise of lectures, software demonstrations, classroom discussion, case studies and group presentations. situation permitting, other methods such as outside speakers and audio-visual materials will be used as well.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check :) ☐ Yes ☒ No

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]
Essentials of Marketing Research; Kumar, Aaker and Day; 1st edition, 1999, Wiley.

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Exams (2)	40%
Project	25%
Case presentation	15%
Assignments (2)	15%
Participation	05%

COURSE CONTENT:

(Subject to change)

Wk#	Readings	Lecture	Cases	Lab
01	Chs. 1-3, 18-19 & Intro. Case 3-2	_____	_____	
02	Ch. 4 & Case 3-1	L/D 1-3	Case 3-2 Disc.	SPSS
03	Chs. 5-6 & Case I-1	L/D 4	Case 3-1	SPSS

04	Chs. 7-8 & Case 6-1	L/D 5-6	Case I-1	SPSS
05	Chs. 9-10 & Case 8-2	L/D 7-8	Case 6-1	O-A1
06	Midterm Prep.	L/D 9-10	Case 8-2	I-A1 O-A2
07	Ch. 11 & Case 10-2& Proposal	Midterm	No Case Disc.	A2
08	Ch. 12 & Case 10-1	L/D 11 & Proposal	Case 10-2	I-A2
09	Ch. 13 & Case 12-2	L/D 12	Case 10-1	Projs.
10	No Class			
11	Chs.14-15 & Case 13-2	L/D 13	Case 12-2	Projs.
12	Chs. 16-17	L/D 14-15	Case 13-2	Projs.
13			16-17, Presentations and Projects	