

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 320		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Business Research Methods																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> Students examine different research methodologies and their application to various business research problems using qualitative and quantitative data. Then students conduct an applied research project which includes research design, literature review, questionnaire design, focus group, data collection, and data analysis. From this, students prepare a written business report and oral presentation to report their findings.																			
<b>Prerequisites (or NONE):</b>		BUS 120 and BUS 226/ECON 226 (formerly BUS 301/ECON 301).																	
<b>Corequisites (if applicable, or NONE):</b>		None																	
<b>Pre/corequisites (if applicable, or NONE):</b>		None																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1"> <tr> <td>Lecture hours</td> <td>36</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td></td> </tr> <tr> <td>Laboratory hours</td> <td>9</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	36	Seminars/tutorials/workshops		Laboratory hours	9	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only): 25</b> <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Every semester																	
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> March 2017																	
<b>Faculty Council approval</b>		<b>Date approved:</b> April 7, 2017																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> n/a																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> April 7, 2017																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> May 19, 2017																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- LO 1. Define business research and how it is used by management;
- LO 2. Evaluate research designs and research ethics;
- LO 3. Conduct surveys, focus groups interviews, and literature reviews;
- LO 4. Perform analysis of primary data obtained through surveys;
- LO 5. Conduct an applied research project using both qualitative and quantitative research methods;
- LO 6. Demonstrate competency in research report writing and oral presentation skills to client.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, hands-on lab sessions, classroom discussions, case studies, project, and group presentations.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Babin, B., & Zikmund, W.	Exploring Marketing Research	<input checked="" type="checkbox"/>	Cengage Learning	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

A calculator approved by the UFV School of Business. (See the UFV School of Business student handbook for approved calculators).

**Typical Evaluation Methods and Weighting**

Final exam:	25%	Assignments:	-	Midterm exam:	15%	Practicum:	-
Quizzes:	10%	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	10%	Group project:	30%	Mini-presentations	10%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics****Module One: Research process**

- Marketing research process
- Human research ethics
- Quizzes (LO 1)
- Class participation (LO 1)
- Mini-presentation (LO 1)

**Module Two: Research design**

- Qualitative research
- Survey research
- Experimental design
- Quizzes (LO 2)
- Class participation (LO 2)
- Mini-presentation (LO 2)

**Module Three: Questionnaire design**

- Attitude measurements
- Questionnaire design
- Quiz (LO 3)
- Class participation (LO 3)
- Mini-presentation (LO 3)

**Midterm exam (LO 1–3)****Module Four: Sampling design**

- Sampling methods

- Sample size determination
- Quiz (LO 4)
- Class participation (LO 4)
- Mini-presentation (LO 4)

Module Five: Data analysis

- Data preparation
- Data analysis
- Quiz (LO 5)
- Class participation (LO 5)
- Mini-presentation (LO 5)

Module Six: Research report

- Research report writing
- Communicating results to client
- Class participation (LO 6)

Module Seven: Applied research project

- Semester-long applied research project in a team setting (LO 1–6)

Final exam (LO 1–6)