



ORIGINAL COURSE IMPLEMENTATION DATE: September 1992  
 REVISED COURSE IMPLEMENTATION DATE: January 2026  
 COURSE TO BE REVIEWED (six years after UEC approval): September 2031  
 Course outline form version: 26/01/2024

## 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:</b> Business Research Methods															
<b>Faculty:</b> Faculty of Business and Computing		<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. Students then conduct an applied research project which includes research design, literature review, questionnaire design, focus group, survey, and data analysis. Students also prepare a written research report and oral presentation.															
<b>Prerequisites (or NONE):</b>		BUS 120 and BUS 226/ECON 226.													
<b>Corequisites (if applicable, or NONE):</b>		NONE													
<b>Pre/corequisites (if applicable, or NONE):</b>		NONE													
<b>Antirequisite Courses</b> ( <i>Cannot be taken for additional credit.</i> ) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Every semester</b> Maximum enrolment (for information only): <b>25</b>													
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>36</td> </tr> <tr> <td>Laboratory hours:</td> <td>9</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	36	Laboratory hours:	9							<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
Lecture/seminar	36														
Laboratory hours:	9														
<b>Total hours</b>	<b>45</b>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> (See <a href="#">bctransferguide.ca</a> ) Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> April 1, 2025													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> April 11, 2025													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> September 26, 2025													

**Learning Outcomes**

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

1. Define business research, including approaches like community-based participatory research and reciprocal research, and explain its role in organizational decision making.
2. Evaluate the appropriateness of various research designs and methodologies for answering research questions.
3. Conduct surveys and focus group interviews with cultural sensitivity.
4. Perform a comprehensive literature review, incorporating diverse sources.
5. Perform analysis of primary data collected through focus groups and surveys to generate insights.
6. Conduct an applied research project using mixed research methods.
7. Articulate research findings through report writing and oral presentations in a culturally appropriate manner for diverse audiences.
8. Apply ethical principles for research, including the Tri-Council Policy Statement (TCPS 2).

**Recommended Evaluation Methods and Weighting** (*Evaluation should align to learning outcomes.*)

Final exam:	25%	Assignments:	50%		%
Quizzes/tests/midterm:	25%		%		%

**Details:**

Final exam: 25%

Midterm exam: 15%

Quizzes/tests: 10%

Assignments: group project (30%), mini presentations (10%), class participation (10%)

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

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.*)

Lectures, guest speakers, hands-on lab sessions, classroom discussions, case studies, group projects, and group presentations.

**Texts and Resource Materials** (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Babin, B., & Zikmund, W.	Exploring Marketing Research [Cengage Learning]	Current
2.			
3.			
4.			
5.			

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

SPSS statistical software and a calculator approved by UFV School of Business. (See the UFV School of Business student handbook for approved calculators).

**Course Content and Topics****Module 1: Foundations of Business Research (LO 1, 8)**

This module introduces the core concepts and ethical principles of business research, providing a foundational understanding of its role in organizational decision-making and adhering to ethical standards like the Tri-Council Policy Statement (TCPS 2).

**Module 2: Research Design and Literature Review (LO 2, 4)**

This module covers the planning and preparatory phase of a research project. Students will learn to evaluate different research designs and methodologies and perform a comprehensive literature review by incorporating diverse sources to build a strong theoretical foundation.

**Module 3: Data Collection and Measurement (LO 3)**

This module focuses on the practical application of data collection. It teaches students how to effectively conduct surveys and focus group interviews, equipping them with the necessary skills to gather primary data for their research.

**Module 4: Data Analysis (LO 5)**

This module focuses on making sense of the collected data. Students will learn methods for analyzing both qualitative and quantitative data to generate valuable insights and answer their research questions.

**Module 5: The Applied Research Project and Communication (LO 6, 7)**

This final module integrates all previous learning into a culminating project. Students will conduct an applied research project using mixed methods and then demonstrate competency in research report writing and oral presentation, effectively communicating their findings to diverse audiences.