



Business Administration

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| 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 2017 |
| 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. |
| Development Date: | November 2012 |
| Revision Date: | November 2013 |
| Chair's Approval: | |

BUAD

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 you will use in this course. You must complete your codebook before setting up the SPSS for data entry. The format for the codebook is found in the assignment 1 details posted in Moodle. Your detailed codebook is due at the beginning of class on week two.

Methodology Chapter 3 (10% of grade)

Assignment 2 focuses on the research methodology you have selected to solve your client's problem. Once

Tues., Jan. 3 Classes begin for all academic programs
Mon., Feb. 13 Family Day

SKILLS ACROSS THE BUSINESS CURRICULUM