

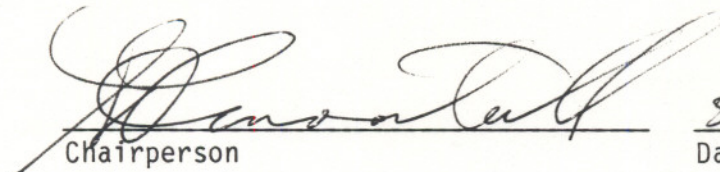
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS RESEARCH
Code No.: BUS 225-4
Program: FINANCE AND SALES MANAGEMENT, ADVERTISING MANAGEMENT
Semester: THREE
Date: SEPTEMBER 1985
Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:


Chairperson

85-08-20
Date

BUSINESS RESEARCH
Course Name

BUS 225-4
Course Number

PHILOSOPHY/GOALS:

Upon successful completion of this course students will be prepared to locate, generate and use the information necessary in making business decisions. The student will examine business planning from a qualitative and a quantitative perspective. There will be a distinct emphasis on marketing research.

METHOD OF ASSESSMENT (GRADING METHOD):

Students will be evaluated on the following basis:

Two tests	70%
Skills Development Assessment	30%
	<u>100%</u>

Tests will fall approximately at the middle and the end of the semester. The specific dates of these tests will be announced approximately one week in advance. Students are required to write tests on scheduled dates. Students who are employed must arrange their work schedule so that it does not interfere with testing. Travel will not be considered an acceptable reason to defer testing. Alternative tests will be scheduled only in exceptional circumstances, i.e. family bereavement, jury duty or medical reasons. When possible your instructor should be notified of exceptional circumstances before test time. Your instructor can be reached at 949-2050 Ext. 328 or a message may be left at the switchboard. There will be no rewrite or supplemental test at the end of the semester.

SKILL DEVELOPMENT ASSESSMENTS:

The student will be evaluated on such factors as:

- the degree of your involvement
- the extent of personal commitment
- the motivation to learn as well as unlearn
- the quality of contribution made
- the ability to handle conflict

The skill development approach requires that students put forth a quality effort while they are present in the classroom. Thus, students are expected to attend class on a regular basis, to prepare for class by doing the required readings and assignments and to participate in class discussion. It is recommended that assignments and lecture notes be kept on loose leaf paper in order to accommodate the occasional submission for review.

The final grade will be based on the following scale:

A	85% or more
B	70% to 84%
C	55% to 69%
R (Repeat)	54% or less

TEXTBOOK(S):

Marketing Research, Ronald M. Weirs, Prentice Hall Canada Inc., Toronto
1984.

OBJECTIVES:

1. To familiarize the student with a variety of popular techniques used in the collection and analysis of marketing research information and, within the time constraints of this course, to develop his/her proficiency in their use and interpretation.
2. To develop a sense of purpose and caution in planning and carrying out studies and experiments designed to generate information for use in business decisions. This objective, in addition to aiding you in your own research, is intended to help you become a "consumer" of claims and findings offered by others, especially those inevitable sources who are either a) downright unethical, or b) well-meaning but unscientific in their approach.
3. To have the student gain perspective and practice in applying techniques and reporting findings through an outside research project (4th semester) conducted under the supervision of the instructor.

METHOD:

This course will be conducted primarily through reading assignments and discussion. Projects and mini-cases will be used to reinforce the knowledge, skills and understanding the student has acquired.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall general direction of the course.

- Week 1: Introduction and Orientation
- Week 2: A preview of Marketing Research
- Week 3: The decision making process
- Week 4: The design, implementation and control of the marketing research project
- Week 5: Sampling
- Week 6: Concepts of Measurement
- Week 7: Information Collection: Survey research
- Week 8: Information Collection: Questionnaire design
- Week 9: Information Collection: Interviewing, Observation and Panels
- Week 10: Information Collection: Attitude measurement
- Week 11: Experimentation
- Week 12: Data Preparation and Summarization
- Week 13: Market Analysis and Forecasting
- Week 14: Presentation of Research Results
- Week 15: Social and Ethical Issues in Marketing
- Week 16: Testing and Evaluation

Individual competency based objectives will be distributed at the beginning of each chapter.