

Sault College
of Applied Arts and Technology
sault ste. marie

Course Outline

BUSINESS RESEARCH 11
BUS 226-2

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OBJECTIVE:

This course will enable the students to apply the skills and knowledge gained in Business Research I to a major field project in the Business Community.

STUDENT GOALS:

In addition to increasing knowledge of Research Techniques the students will be expected to work with the client to:

1. Understand the clients business problems.
2. Set up a project likely to produce meaningful results.
3. Gather information and analyse it.
4. Present the results to the client.

PRE-REQUISITE:

- George Kress (Reston publishing Co.) Reston, Virginia

TEXT:

None required.

METHOD:

Most of the time will be spent on supervised field work on the actual project. There will also be lectures and discussions related to the project.

STUDENT EVALUATION:

Tests (2 on overall understanding)	20%
Verbal presentation and class participation	20%
Contribution to project	60%

Due to the nature of this course a significant contribution to the project is essential and there will be NO RE-WRITES.