

	School of Business and Leadership
	BUS 321
	Selected Topics in Business: Research Development
	Term: 202202
	Number of Credits: 3 credits
Course Outline	

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CLASS DATES: January 4-April 5, 2023

CLASSROOM AND TIME:

OFFICE HOURS: Tuesdays, 1-2:30

COURSE DESCRIPTION

This course is intended for students to develop an individual research project and provide an overview of research methods. Students may partner with a local organization on their project, extend a project from a previous course, or begin developing a project they wish to expand on in BCAP 401. This course will emphasize practical, hands-on experience, and students will be expected to reflect on their own research practice, complete peer review, and engage critically with the presented material.

This course addresses different business topics chosen either from northern business-related issues or from management science, accounting, finance, marketing and/or human resource functional areas. The subject matter varies from semester to semester depending upon the interests of students and faculty. Courses are taught by visiting faculty to impart their unique perspectives or current faculty to address emerging topics in a discipline, share research or teaching interests, or test potential new courses. It will be delivered in a seminar format where each student is integrally involved in the discussion, analysis and assessment of issues through readings, cases or other modes of examination. The course is designed to be participatory and stimulate research and outside-of-the-box thinking about current issues.

COURSE REQUIREMENTS

Prerequisite(s): ACCT 222, MATH 210, COMM 200, LEAD 292, MKTG 231, and ECON 100 or ECON 101.

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

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

- Improve their understanding of and ability to use research methods and tools.
- Demonstrate their research skills by developing an independent project, setting goals for independent work, and meeting those goals by the end of the semester.
- Model self-awareness and emotional intelligence while demonstrating the leadership skills required for organizational and personal success.

- Communicate with confidence, proficiency and sensitivity across a wide variety of organizational contexts by effectively incorporating a diverse base of knowledge and wisdom.
- Make reasoned decisions using analytical and reflective thinking techniques.
- Demonstrate the ability to think and create knowledge appreciating multiple ways of knowing.

COURSE FORMAT

Weekly breakdown of instructional hours

2 hours in-class in a seminar format, 1 hour asynchronous course work. This course is designed to require up to an additional six hours per week for further reading, assignments, project work, and reflection. This will vary by student experience, ability and desired level of engagement and mastery.

Delivery format

This course uses a blended format; students will attend face-to-face sessions on campus and complete asynchronous online activities.

EVALUATION

Reflective self-assessment (2)	50%
Total	100%

Reflective self-assessment (2)

Students will establish their project and their goals at the beginning of the semester, and then reflect on their learning process and progress on their project twice during the term. Students will self-assess and self-evaluate their work for all course components. Students will also receive qualitative feedback from the instructor on their work throughout the term.

Students are expected to complete the following course components and include them in their self-assessment.

- **Major assignment**
 - The project! This could take many forms depending on the student's goals, for example: a draft research ethics proposal for a capstone project; a draft journal article; a research instrument or model.
- **In class discussions/online activities**
 - This class will be a seminar; having completed the reading and coming prepared is essential for everyone's success. There may be online activities to complete outside of class time.
- **Journal article critique**
 - Students will find a published article using a method relevant to their project and summarize the overall article, assess the method and its application, and critique its conclusions. The critique will be presented for the class and the presenting student will moderate a discussion.
- **End of term presentation**
 - Students will present the results of their project at the end of term Student Symposium.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

There is no text for this course. Learning materials will be provided in Moodle.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact Accessibility Services for resources or to arrange academic accommodations:

access@yukonu.ca.

TOPIC OUTLINE

The following is a suggested outline. This is subject to change depending on student projects and interests.

Week 1:	Research Paradigms	Week 8:	Progress check in
Week 2:	Determining scope and setting goals	Week 9:	Academic writing
Week 3:	Developing your research question	Week 10:	The research doldrums
Week 4:	Quantitative methods	Week 11:	Documenting your work
Week 5:	Qualitative methods	Week 12:	Reflecting on progress
Week 6:	Selecting a method and ethical considerations	Week 13:	Presentations
Week 7:	Literature review		

