

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Fall 2026

#### **BA4500 (A2): Advanced Research Methodologies – 3 (3-0-0) 45 Hours for 15 Weeks**

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Chuntai Jin, Ph.D.      **PHONE:** (780) 593-2857  
**OFFICE:** C309      **E-MAIL:** [cjin@nwpolytech.ca](mailto:cjin@nwpolytech.ca)  
**OFFICE HOURS:** Mondays & Fridays, 10:00 - 11:30 AM

#### **CALENDAR DESCRIPTION:**

Qualitative, quantitative, and mixed-method research methodologies are examined with special attention paid to ethical concerns in research, validity and reliability, and critical assessment of research tools. Students will conduct primary and secondary research presenting their findings in a formal APA research paper.

#### **PREREQUISITES:**

BA1010 and BA2060

#### **REQUIRED MATERIALS:**

- Textbook: P. Schindler. *Business Research Methods (2025 Release)*, McGraw Hill.
- Suggested reading: American Psychological Association. (2020). *Publication Manual of the American Psychological Association (7<sup>th</sup> Edition)*

This textbook includes *Connect with SmartBook Online Access*. McGraw-Hill *Connect* is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. Students must have access to *Connect* for online practices, assignments and quizzes. You need an access code for *Connect* registration to gain access to the online resources. *Connect* registration instructions are available on D2L

#### **DELIVERY MODE(S):**

**On-campus (face-to-face)** – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

## LEARNING OUTCOMES:

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

- **Describe** the role of research in supporting evidence-based decision-making in business and organizational contexts.
- **Differentiate** between qualitative and quantitative research methodologies and **assess** their appropriateness for applied business problems.
- **Formulate** clear research objectives, questions, and hypotheses that address real-world business issues.
- **Design** a structured research plan by selecting suitable sampling strategies, data collection methods, and measurement tools.
- **Apply** statistical and analytical techniques to organize, summarize, and interpret business research data using appropriate software tools (e.g., Excel, SPSS, or Python).
- **Evaluate** the validity, reliability, and ethical considerations of research design and implementation in business studies.
- **Integrate** secondary data sources, including academic literature and industry databases, into a coherent research framework.
- **Develop** a professional research proposal that demonstrates methodological rigor, feasibility, and alignment with organizational needs.
- **Communicate** research findings effectively through written reports and oral presentations, adhering to professional and academic standards.
- **Collaborate** in teams to design, conduct, and critique applied research projects in a business context.

## TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check the transferability of this course at the Alberta Transfer Guide main page [Transfer Alberta](#)

\*\* For courses with alpha (letter) grading, a grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

## EVALUATIONS:

|                            |     |
|----------------------------|-----|
| Smart Book Exercises ..... | 10% |
| Assignments.....           | 10% |
| In-Class Activities .....  | 10% |
| Presentations .....        | 10% |
| Midterm Exam .....         | 30% |
| Research Report.....       | 30% |

## GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

| Alpha Grade | 4-point Equivalent | Percentage Guidelines |  | Alpha Grade | 4-point Equivalent | Percentage Guidelines |
|-------------|--------------------|-----------------------|--|-------------|--------------------|-----------------------|
| A+          | 4.0                | 95-100                |  | C+          | 2.3                | 67-69                 |
| A           | 4.0                | 85-94                 |  | C           | 2.0                | 63-66                 |
| A-          | 3.7                | 80-84                 |  | C-          | 1.7                | 60-62                 |
| B+          | 3.3                | 77-79                 |  | D+          | 1.3                | 55-59                 |
| B           | 3.0                | 73-76                 |  | D           | 1.0                | 50-54                 |
| B-          | 2.7                | 70-72                 |  | F           | 0.0                | 00-49                 |

## COURSE SCHEDULE/TENTATIVE TIMELINE:

| <u>Part</u>                   | <u>Topics</u>                                                                                    | <u>Required Reading</u> |
|-------------------------------|--------------------------------------------------------------------------------------------------|-------------------------|
| 1. Foundations                | Research Foundations and Fundamentals                                                            | Chapter 1               |
|                               | The Research Process: Overview                                                                   | Chapter 2               |
|                               | Clarify the Research Questions                                                                   | Chapter 3               |
| 2. Design                     | Research Design, An Overview                                                                     | Chapter 4               |
|                               | Sampling Design                                                                                  | Chapter 5               |
|                               | Data Collection Design: Qualitative Research, Observation Research, Experiments, Survey Research | Chapter 6, 7, 8, 9      |
| 3. Measurement                | Measurement Foundations                                                                          | Chapter 10              |
|                               | Measurement Questions                                                                            | Chapter 11              |
|                               | Measurement Instruments                                                                          | Chapter 12              |
| 4. Data                       | Collect, Prepare, and Examine Data                                                               | Chapter 13              |
| 5. Analyze and Interpret Data | Hypothesis Testing                                                                               | Chapter 14              |
|                               | Measures of Association                                                                          | Chapter 15              |

## STUDENT RESPONSIBILITIES:

- **Attendance:** Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. Arriving late and leaving early is disruptive to the entire class. Frequent tardiness may be treated as an absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.**
- **Cell Phones:** The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of sight.
- **Email:** Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.
- **Recording: Photographing and/or recording course content is strictly prohibited.**

## STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available: [Student Rights and Responsibility Policy](#)

\*\*Note: all Academic and Administrative policies are available on the same page.  
[Policies Directory | Northwestern Polytechnic](#)