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# Sample Calendar

| **Week** | **Topics** | **Pre-reading and QuizzesDue** | **Assignments** | **Project Parts Due** | **Mimic Market Research**  |
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| **1** | Introduction to Business Research | Chapter 1 | Options: • 1.1 • 1.2  |  | Introduction |
| **2** | Business Intelligence | Chapter 2 | Options: • 2.1 • 2.2  | Part 1: Balanced Scorecard Snapshot | Rounds 1-6 |
| **3** | Qualitative Primary Research | Chapter 3 | Options: • 3.1 • 3.2  |  | Round 7 |
| **4** | Survey Research | Chapter 4 | Options: • 4.1 • 4.2  |  | Rounds 8-10 |
| **5** | Data Analysis | Chapter 5 | Options: • 5.1 • 5.2  |  | Round 11 |
| **6** | Data Analysis |  |  |  | Rounds 12, 13 |
| **7** | Data Visualization and Reporting | Chapter 6 | Options: • 6.1 • 6.2  |  | Round 14 |
| **8** | Data Visualization and Reporting |  |  |  | Round 15 |
| **9** | Financial Perspective | Chapter 7 | Options: • 7.1 • 7.2  |  |  |
| **10** | Customer Perspective | Chapter 8 | Options: • 8.1 • 8.2  | Part 2: Market Share |  |
| **11** | Internal Process Perspective | Chapter 9 | Options: • 9.1 • 9.2  | Part 3: Customer Trends and Satisfaction |  |
| **12** | Learning and Growth Perspective | Chapter 10 | Options: • 10.1 • 10.2  | Part 4: Benchmarking Process Issue |  |
| **13** | Product Research | Chapter 11 | Options: • 11.1 • 11.2  | Part 5: Employee Satisfaction |  |
| **14** | Marketing Research | Chapter 12 | Options: • 12.1 • 12.2  | Part 6: New Product Development |  |
| **15** | Marketing Research | Exam |  | Part 7: Project Reflection |  |