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# Sample Calendar

| **Week** | **Topics** | **Pre-reading and Quizzes Due** | **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 |  |