



MGMT-311 – Self-Directed Study in Business

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2025-09-01

Program Area: Business Management

Description:

This course is designed specifically for hands-on learning in a domestic or international setting. Students undertake a directed study project as an introduction to project management and community development. Students have the opportunity to gain an understanding of the issues facing community and small business development in a domestic or international/intercultural setting.

Program Information:

This course may be used as an elective in Business Management, Tourism, and Recreation.

Delivery Methods: Practicum, Directed/Guided Studies

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	60
Co-op/Work Experience	

Other

Total	60
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Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in each of the following:
 - ENGL100 – English Composition (3)
 - Must be registered in a Business Management program or have Department Head approval.

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

Textbook Resources:

No specific textbook is assigned for this course. All required resources will be provided.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

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

- identify issues facing a domestic or international/intercultural location in the field of community and business development;
- apply understanding of global issues to community and business development;

- utilize time management and personal initiative to manage a small project (or part of a larger project) in a domestic or international/intercultural setting;
 - compose a comprehensive report which details activities undertaken towards the business plan, identifies discrepancies between what was planned and what was achieved, and makes recommendations for further action;
 - reflect on personal growth in knowledge, skills and attitudes related to business and/or international/global competencies; and
 - use presentation skills to effectively communicate the results of a business development project.
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Course Topics:

1. Pre-placement

Students prepare a business or project plan that is used to guide their activities in the placement location. The plan must demonstrate the student's ability to research and analyze business-related data, and may include an environmental scan, SWOT analysis and other business planning documents. If students are contributing to an existing project or business plan, they may instead detail how their activity contributes to the existing project. Pre-placement activity may include participation in a project-related revenue-generating event in the student's home location.

2. Placement/Practicum

During the practicum experience, student learning includes a focus on one or more business issues, including (but not limited to) the following topics:

- Resource Management
- Strategic Planning
- Business Communication
- Basic Economics
- Organizational Behaviour
- Customer Service
- Entrepreneurial Management
- Research
- Public Engagement
- Marketing

Depending on the nature of the assignment and situation, the Project Report may include information about workshop preparation and presentation, Project Summary Table completion, multimedia documentation and/or promotional materials, and direct business and community development work.

A narrative report of learning (in journal style) also is required.

3. Post-placement

During the post-placement period, the students will develop and deliver at least one oral presentation to college and community members. Presentations are approximately 30 minutes long with time to respond to questions.

Evaluation and Assessments

Assessment Type: Directed/Guided Studies

Assessment Type	% of Total Grade
Business development and/or project plan (completed prior to domestic or international placement)	30%
Project report	30%
Report of learning (journal)	20%
Presentation (completed after domestic or international placement)	20%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Evaluation Notes: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Evaluation Notes Comments:

This course is delivered in a self-paced format, both in the student's home location/campus and on-site during an international placement.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
 - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
 - Policy 2.5.8 Academic Performance
 - Policy 2.5.3 Grade Appeal
 - Policy 2.4.9 Student Concerns Re Faculty
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Equivalent Course(s) and Course Code Changes

Prior Course Code: MGMT 210 >> MGMT 311

Date changed: April 2012

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.