



MGMT-318 – Research Methods

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2023-03-01

Program Area: Business Management

Description:

This course introduces students to the basics of research methods needed in business and other fields. Students gain an understanding of the importance of business research to managers through providing accurate information for decision making. Students gain insight through analysis of several case studies and a group or individual business research project.

Program Information:

This course is a required course for the two-year Marketing Diploma and can count as credit towards University Studies programs. Please refer to the College of the Rockies Program Guide for more information.

Delivery Methods: On-campus (Face-to-Face), Online

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	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	

Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in each of the following:
 - ENGL100 – English Composition (3)
 - COMP154 – Computer Applications in Business (3)
 - MKTG281 – Principles of Marketing (3)
 - Concurrently enrolled in:
 - STAT106 – Statistics (3)

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:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Brown, Tom J. and Tracy A. Suter (2014). *MR2*, 2nd edition, includes Course Mate Printed Access Card, Nelson/Cengage.

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:

- understand the role of Business Research in decision making;
- develop and conduct a small Business Research Study;
- understand terms and concepts used in Business Research;
- develop decision making and problem solving skills;
- develop interpersonal and communication skills; and
- work on a major research paper involving data collection, interpretation and presentation on a topic related to sustainable business practices.

Course Topics:

- Marketing Research: From Data to Information to Action
- The Research Question: Formulation of the Problem
- Exploratory, Descriptive + Casual Research Designs
- Collecting Secondary Data from Inside + Outside the Organization
- Collecting Primary Data by Observation
- Collecting Primary Data by Communication
- Asking Good Questions
- Designing the Questionnaire
- Developing the Sampling Plan
- Data Collection: Enhancing Response Rates While Limiting Errors
- Data Preparation for Analysis
- Analysis + Interpretation – Individual Variables Independently
- Analysis + Interpretation – Multiple Variables Simultaneously
- The Research Report

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Participation	10%
Quizzes	10%
Research Project	30%
Individual Assignments	20%
Final Exam	30%

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

Pass requirements: None

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.

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

Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 212 >> MGMT 318

Date changed: June 2010

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.