COLLEGE OF
THE ROCKIES

MGMT-470 – Sustainable Business Project Development and Research

Business

Effective Term & Year: Fall 2022
Course Outline Review Date: 2027-03-01

Program Area: Business Management

Description:

This course enables students to research a problem and plan a field-based, real-world solution. The students develop a thesis or project proposal that builds on work completed in earlier courses and is consistent with general program outcomes. The students identify a research question, choose a theoretical framework or a conceptual model, select an appropriate methodology, and complete a research proposal. The project proposal must incorporate the broad concept of sustainability; consider environmental, economic and social/cultural aspects; and be designed to solve a real problem or introduce a specific change in a business, organization, or community. Project ideas should demonstrate leadership with creative, unique approaches to the field of sustainable business practice.

Program Information:

This course is a required course for the completion of the Bachelor of Business Administration (Sustainable Business Practices).

The Bachelor of Business Administration (Sustainable Business Practices) degree program at the College of the Rockies enables students to complete a degree at the baccalaureate level with an applied study focus. Degree students gain academic knowledge and skills in the fields of sustainability and business administration. They also acquire sophisticated problem-solving and critical thinking skills. The combination can empower them to participate as educated citizens in the economic, political, and cultural life of their communities.

Delivery Methods: Online, Directed/Guided Studies

Credit Type: College of the Rockies Credits

Credits: 4

Course type/s: Business Management

Instructional Activity and Hours:

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

Course Requisites:

- Complete all of the following
    - Earned a minimum grade of C- (55%) in each of the following:
        - ENGL100 – English Composition (3)
        - MGMT410 – Managing Sustainable Operations (3)
    - 60 hours to be completed within 4 months

Flexible Assessment: No

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see https://www.bctransferguide.ca/ or https://transferalberta.alberta.ca . For more transfer credit information, please visit https://www.cotr.bc.ca/Transfer

All requests for course transfer credit from institutions in British Columba or elsewhere should go to the College of the Rockies Enrolment 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:

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:

- conduct a needs assessment or appreciative inquiry of a situation within a business, organization or community;
- analyze the situation, identify issues and refine approaches for solving problems;
- write an effective proposal to address the issue;
- conduct research utilizing qualitative, quantitative and literature search techniques;
- organize the results of research into a cohesive thesis or proposal; and
- develop a sophisticated level of professional writing and communication skills.

Course Topics:

- What's the problem? Use needs assessment, appreciative inquiry and other strategies to identify and clarify an issue in sustainable business
- Problem analysis
- Quantitative and qualitative research strategies
- Writing for research
- Conducting a literature search
- Skills for research and citation
- Complying with research ethics protocols
- Skills for effective business writing
- Proposal writing

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

Evaluation and Assessments

Assessment Type: Directed/Guided Studies

Assessment Type	% of Total Grade
Problem analysis, needs assessment or appreciative inquiry Literature review Research into data gathering techniques Proposal or project plan, including overview from perspective of economic, environmental, cultural sustainability; identification of roles of stakeholders; timeline, reporting schedule and budgetary implications; and ethical considerations	

Grade Scheme

COM	NCG
Completed to the minimum defined standard	No credit granted – less than minimum defined standard

Pass requirements: None

Evaluation Notes Comments:

To receive a COM grade, students must achieve a value of at least 3 on the rubric for each assessment component.

BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses with letter grades that contribute to the BBA, including the prerequisites for this course.

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 470 >> MGMT 470

Date changed: October 2009

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.