COLLEGE OF
THE ROCKIES

RECR-250 – Research and Programming

Business

Effective Term & Year: Fall 2022
Course Outline Review Date: 2023-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course is a continuation of RECR 150 with a special emphasis on assessing recreation needs, planning, implementing and evaluating programs. It builds upon the foundations of program development established in RECR 150. Students are introduced to needs assessment research methods and develop a research project from start to finish. Development of a questionnaire, administering a questionnaire, evaluation and interpretation of research data and writing a research report are explored.

Program Information:

This course is a required course for the Recreation Management Diploma Program

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:

- Earned a minimum grade of C- (55%) in each of the following:
    - RECR150 – Recreation Planning 1 (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:

Riddick & Russell (2015). *Research Methods. How to Conduct Research in Recreation, Parks, Sport, and Tourism.* 3rd Ed., Sagamore.

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:

- assess basic recreation needs using a logical and systematic approach;
- list and describe a variety of needs assessment methods;
- design a research strategy to assess recreation related needs;
- design a recreation program to meet assessed needs; and
- list and describe a variety of program evaluation methods.

This course should help students:

- use written and oral communication skills effectively, employing methods appropriate to message and context;
- think clearly and critically, fusing experience, knowledge and reasoning into considered judgment;
- identify, interpret and solve problems, effectively implementing and evaluating proposed strategies;
- plan and implement a research project (needs assessment) that will form the basis of future recreation activities and programs;
- work as a member of a research team;
- follow timelines and meet deadlines; and
- develop the communication skills to be able to deal with the public at large.

Course Topics:

- Review of Program Planning
- Introduction to Project Management
- Needs Assessment Process
- Identifying the Purpose of Research
- Developing a Research Plan
- Research Methods
- Establishing a Research Action Plan
- Project Development
- Secondary Data Collections
- Focus Group Interviews
- Introduction to Measurement Concepts
- Questionnaire Development
- Project Development
- Sampling
- Data Collection Methods
- Coding and Data Base Management
- Descriptive Statistics
- Presenting Data and Preliminary Reports
- Developing a Research Report
- Evaluating Needs Assessments
- Developing Program Plan
- Setting Goals and Objectives
- Introduction to Project Management – Team Building

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
Bi-Weekly Assignments	20%
Research Assignment	45%
Program Planning Assignment	15%
Unit Exams (2 @ 10% each)	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

Pass requirements: None

Evaluation Notes: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

Evaluation Notes Comments:

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

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: RECR 250 >> TRMP 250 >> RECR 250

Date changed: September 2018

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.