COLLEGE OF
THE ROCKIES

Sustainable Business Project Development and Research – MGMT 470
Bachelor of Business Administration: Sustainability

Course Outline

COURSE IMPLEMENTATION DATE:	**January 2010**
OUTLINE EFFECTIVE DATE:	**September 2022**
COURSE OUTLINE REVIEW DATE:	**March 2027**

GENERAL COURSE 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).

Delivery: This course is delivered in a directed study, online format.

COTR Credits: 4

Hours for this course: 60 hours to be completed within 4 months

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours, directed study	60
Total	60

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

Greg McCallum, MA, TCM

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Signature

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APPROVAL SIGNATURES:

Department Head
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Department Head Signature

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Dean Signature

EDCO

Valid from: September 2022 – March 2027

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Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum grade of C (60%) in ENGL 100, MGMT 318, and MGMT 410

Flexible Assessment (FA):

Credit can be awarded for this course through FA ☐ Yes ☑ No

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit http://www.cotr.bc.ca/Transfer.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: BUAD 470 ⇨⇨ MGMT 470
Date changed: October 2009

Textbooks and Required 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 http://go.cotr.bc.ca/tuition/tCalc.asp for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

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.

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 ASSESSMENT:

Assignments
1. Problem analysis, needs assessment or appreciative inquiry
2. Literature review
3. Research into data gathering techniques
4. 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

Please see the attached assessment rubric for more detail. Students are required to re-submit work (up to a maximum of 2 re-submissions) until each assessment component merits a value of at least "3". Extensions may be available by arrangement with the instructor.

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 POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

COM	Completed to defined standard
NCG	No Credit Granted

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.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.

MGMT 470: Assessment rubric

Assessment criteria/values:	1	2	3	4
Problem analysis, needs assessment or appreciative inquiry	Problem or focus of study not clear. Few aspects of the analysis are logical. May be no attempt to limit the study. Much digression or over-elaborations with significant interference with reader understanding	Problem or focus of study is clear. Most aspects of the analysis are logical. Some digression causing slight reader confusion. Most transitions are logical, but may be repetitive. Clear sense of beginning and end.	Problem or focus of study is clear. All aspects of the analysis are logical. Possible slight digression without significant distraction to reader. Most transitions smooth and logical. Clear sense of beginning and end.	Problem or focus of study is very clear. All aspects of the analysis are logical. No digressions. Varied transitions. Transitions smooth and logical. Clear sense of beginning and end.
Research into data gathering techniques	No analysis of data gathering techniques.	Analysis of data gathering techniques is weak.	Good analysis of data gathering techniques resulting in a clear choice for the project.	Excellent analysis of data gathering techniques resulting in a clear choice for the project.
Literature review	The research question is not clearly addressed. No clear synthesis of the information; no conclusions based on the literature under review. References are not properly cited or citations may lack references. APA formatting not followed.	The research question is somewhat addressed. Some synthesis of the information is provided. Concluding remarks show an analysis of ideas. Some conclusions, however, are not supported in the body of the report. Some attempt has been made to cite references properly but APA formatting is haphazard.	The research question is addressed. Concluding remarks show an analysis and synthesis of ideas. Most conclusions are supported in the body of the report. Citations are complete and generally follow proper APA formatting.	The research question is addressed. Succinct and precise conclusions are developed based on the review. Insights into the problem are appropriate. Conclusions and the hypothesis or research question are strongly supported in the report. Citations are complete and follow proper APA formatting.
Proposal or project plan, including economic, environmental, cultural aspects; roles of stakeholders; timeline, reporting schedule, budget; ethical considerations, and compliance with College of the Rockies ethics protocol	Important sections of proposal or project plan are missing. Not all of economic, cultural and environmental aspects may be mentioned. It is difficult to determine who will be doing what. Timeline, budget are incomplete. Ethics may not have been considered. Quality of writing is poor.	Proposal or project plan is missing some sections. Economic, cultural and environmental aspects are mentioned but may not be well developed. It is difficult to determine who will be doing what. Timeline, budget are included but include inconsistencies. Ethics may not have been considered. Quality of writing is uneven, confusing at times.	Proposal or project plan is complete. Economic, cultural, environmental aspects are identifiable. Roles are somewhat defined. Timeline, budget are included and reasonable. Plan demonstrates ethical awareness. Quality of writing meets university standards.	Proposal or project plan is complete. Economic, cultural and environmental aspects are clearly identifiable. It is easy to determine who will be doing what. Timeline, budget are comprehensive and reasonable. Plan demonstrates ethical awareness. Quality of writing is exemplary.