



## Research Methods – MGMT 318 Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE: Pre 1998  
OUTLINE EFFECTIVE DATE: September 2023  
COURSE OUTLINE REVIEW DATE: March 2028

---

#### GENERAL COURSE 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 the Bachelor of Business Administration and can count as credit towards University Studies programs. Please refer to the College of the Rockies Program Guide for more information.

---

**Delivery:** This course is delivered face-to-face or online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

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

**Course Outline Author or Contact:**

Greg McCallum, MA, TCM

\_\_\_\_\_  
Signature**APPROVAL SIGNATURES:**

Department Head

Erin Aasland Hall

E-mail: [aaslandhall@cotr.bc.ca](mailto:aaslandhall@cotr.bc.ca)

Dean of Business and University Studies

Stephanie Wells

E-mail: [SWells2@cotr.bc.ca](mailto:SWells2@cotr.bc.ca)\_\_\_\_\_  
Department Head Signature\_\_\_\_\_  
Dean Signature

EDCO

Valid from: September 2023 – March 2028

\_\_\_\_\_  
Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** A minimum grade of C- (55%) in ENGL 100 or in COMC 101, and  
A minimum grade of C- (55%) in both COMP 154 and MKTG 281  
MKTG 281 can be taken previously or concurrently

**Corequisites:** STAT 106

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

 Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**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 212 ⇔⇔MGMT 318

**Date changed:** June 2010

## **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:

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

*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:**

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 ASSESSMENT Face-to-Face and online:

Assignments	% Of Total Grade
Participation	10%
Quizzes	10%
Research Project	30%
Individual Assignments	20%
Final Exam	<u>30%</u>
Total	100%

*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:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

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.

---

### ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://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 will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.