



Business Program Industry Project Possibilities

Business Diploma Program

Special Topics in Business (MGMT 208)- This directed studies course gives students the opportunity to meet learning outcomes relating to business knowledge obtained in a non-academic setting.

Self-Directed Study in Business (MGMT 311)- This course is designed specifically for hands-on learning in a domestic or international setting. Students undertake a directed study project as an introduction to project management and community development.

Small Business Management (MGMT 316)- Students can create a business plan for your business.

Principles of Marketing (MKTG 281)- Students can create a marketing plan for your business.

Integrated Marketing Communications (MKTG 289)- students can create an advertising and promotional plan for your business.

Bachelor of Business Administration in Sustainable Business Practices **Industry Capstone Project Outline (10 months September – June)**

MGMT 470 (BUAD 470) Sustainable Business Project Development and Research

This course enables students to research a problem and plan a field-based, real-world solution. The students identify a research question, choose a theoretical framework, select an appropriate methodology and comply with research ethics protocol. 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.

MGMT 480 (BUAD 480) Sustainable Business Project Implementation

In this course, students are provided with a supported opportunity to implement the project proposal developed in MGMT 470. Beginning with an instructor-approved comprehensive plan for a project related to some aspect of sustainable business, students work for 90 hours within a regular job environment or an arranged practicum situation. Each student maintains a log or diary of field work and collects, analyzes, and discusses data. The project method and implementation varies based on the student's work-based situation and the nature of the chosen project. The course includes regular scheduled meetings with the instructor and input from the work environment supervisor and co-workers.

MGMT 490 (BUAD 490) Sustainable Business Project Evaluation and Presentation

This course represents the explicit reflective, evaluative, and presentation component of the sustainable business capstone triad of courses. The goal of MGMT 490 is the integration of student expertise and/or leadership in the area of sustainable business practice, and the presentation of achievement. Students write a comprehensive business report or thesis and compose a personal code of ethics. Skills and knowledge developed are also communicated to the College and participating organization through a formal presentation and a website or professional portfolio.

If your business has a potential project that would assist students complete their Diploma or Degree requirements, please contact:

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