### OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note:** The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number:</th>
<th>CMNS 353</th>
<th>Number of Credits:</th>
<th>3</th>
<th>[Course credit policy (105)]</th>
</tr>
</thead>
</table>

**Course Full Title:** Research in Organizations  
**Course Short Title:**  
**Faculty:** Faculty of Humanities  
**Department (or program if no department):** Communications

**Calendar Description:**
Students will learn theoretical approaches to communications in organizational research. They will identify primary and secondary data sources and conduct quantitative and qualitative analyses. They will examine how to document and apply research ethically in various organizational contexts for a variety of stakeholders and audiences. Students will not conduct primary research using human subjects but will create a research plan.

**Prerequisites (or NONE):**  
45 university-level credits, including CMNS 251.

**Corequisites (if applicable, or NONE):**  
NONE

**Pre/corequisites (if applicable, or NONE):**  
NONE

**Equivalent Courses (cannot be taken for additional credit):**
Former course code/number:  
Cross-listed with:  
Equivalent course(s):

*Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.*

**Total Hours:** 45  
**Typical structure of instructional hours:**

<table>
<thead>
<tr>
<th>Type of Contact</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture hours</td>
<td>30</td>
</tr>
<tr>
<td>Seminars/tutorials/workshops</td>
<td>15</td>
</tr>
<tr>
<td>Laboratory hours</td>
<td></td>
</tr>
<tr>
<td>Field experience hours</td>
<td></td>
</tr>
<tr>
<td>Experiential (practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Online learning activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>

**Transfer Credit**

- Transfer credit already exists:  
  - Yes  
  - No
- Transfer credit requested (OReg to submit to BCCAT):  
  - Yes  
  - No (if yes, fill in transfer credit form)
- Resubmit revised outline for articulation:  
  - Yes  
  - No
- To find out how this course transfers, see [bctransferguide.ca](http://bctransferguide.ca).

**Special Topics**

- Will the course be offered with different topics?  
  - Yes  
  - No
- If yes, different lettered courses may be taken for credit:  
  - No  
  - Yes, repeat(s)  
  - Yes, no limit

*Note: The specific topic will be recorded when offered.*

**Maximum enrolment (for information only):** 36

**Expected frequency of course offerings (every semester, annually, every other year, etc.):** every other year

<table>
<thead>
<tr>
<th>Department / Program Head or Director: Lynn Kirkland Harvey</th>
<th>Date approved: May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Council approval</td>
<td>Date approved: June 2, 2017</td>
</tr>
<tr>
<td>Campus-Wide Consultation (CWC)</td>
<td>Date of posting: n/a</td>
</tr>
<tr>
<td>Dean/Associate VP: Jaqueline Nolte</td>
<td>Date approved: June 2, 2017</td>
</tr>
<tr>
<td>Undergraduate Education Committee (UEC) approval</td>
<td>Date of meeting: September 28, 2018</td>
</tr>
</tbody>
</table>
Learning Outcomes
Upon successful completion of this course, students will be able to:

1. Describe the role and importance of communications in organizational research
2. Apply relevant communications theory to organizational research settings
3. Analyze stakeholder requirements
4. Identify major qualitative and quantitative research methods along with their strengths and weaknesses
5. Focus research questions in order to design research instruments
6. Produce a research plan designed to support a specific organizational situation
7. Demonstrate ethical use of research
8. Apply organizationally-specific approaches to evaluation
9. Write and present formal report that includes recommendations supported by research

Prior Learning Assessment and Recognition (PLAR)
☑ Yes  ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department’s discretion)
Lectures, in-class learning activities, peer review, student presentations.

Grading system: Letter Grades: ☑  Credit/No Credit: ☐  Labs to be scheduled independent of lecture hours: Yes  ☐  No

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
</table>

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Final exam:</th>
<th>%</th>
<th>Assignments:</th>
<th>100%</th>
<th>Midterm exam:</th>
<th>%</th>
<th>Practicum:</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes/tests:</td>
<td>%</td>
<td>Lab work:</td>
<td>%</td>
<td>Field experience:</td>
<td>%</td>
<td>Shop work:</td>
<td>%</td>
</tr>
<tr>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Other:</td>
<td>%</td>
<td>Total:</td>
<td>100%</td>
</tr>
</tbody>
</table>

Details (if necessary):
Problem and stakeholder analysis (10%)
Primary research plan (includes literature review, theoretical framework, research questions, methodology) (25%)
Progress reports (20%)  
Final report (35%)
Report presentation (10%)

Typical Course Content and Topics

Theoretical approaches to organizational research
a. Action research, theories of organizational communication
b. Theories of language and discourse
c. Theories of planned behaviour and reasoned action,
d. Theories of social identification, and grounded theory

Approaches to data
a. Distinguishing primary and secondary sources and data
b. Conducting qualitative and quantitative analyses
c. Using existing statistical data
d. Using research ethically

Problem and stakeholder analysis
a. Understanding stakeholder relationships
b. Working with stakeholders to identify a research objective
c. Identifying stakeholder requirements
d. Designing a research plan based on stakeholder requirements

Research reporting and evaluation
a. Designing an organizationally-specific research recommendation report
b. Choosing appropriate evaluation methods
c. Reporting to various stakeholders