

# Business Administration

Course Number:	<b>BUAD 498</b>
Course Title:	<b>DIRECTED STUDIES IN BUSINESS</b>
Credits:	3
Calendar Description:	This course is open ordinarily to students in Business and may consist of supervised reading, participation in a seminar, and one or more applied research projects. This three-credit course may be taken over one or two semesters. A student may receive credit for this course twice with a different topic.
Semester and Year:	<b>FALL 2020</b>
Prerequisite(s):	Fourth-year standing, permission of the department and agreement of

**Professor**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
Dr. Blair Baldwin	250-859-4566		bbaldwin@okanagan.bc.ca

**Course Description**

This course is open to students in the BBA program and may consist of supervised reading, participation in a seminar, and one or more applied research projects. This course is designed to provide individual students with an opportunity to expand their research and analytical skills on a Business topic of their

Okanagan School of Business - BUAD 498  
 Directed Studies in Business  
 VegMap Consulting Project

## Course Objectives

### Standard Course Objectives for Buad 498

The purpose of this course is to allow students to develop specialized expertise in a specific area of business that is of interest to them. Through direct contact with a professor, students will investigate applied research areas and further develop their analytical, writing and problem-solving skills. The independent format will encourage students to build their initiative and decision-making capabilities. Communication with the professor, potential clients and stakeholders of the project throughout the course and in the final presentation, will expand their presentation skills. The goal of this course is to foster the interests of the student in a much more directed and focused format, and push for increased knowledge and capability in the chosen area.

### Specific Course Objectives for The VegMap Consulting Project

Three individual students enrolled in their 4<sup>th</sup> year at the Okanagan School of Business will be partnered with an innovation venture named VegMap that is a participant in the UBCO Incubator program for entrepreneurs. The partnership will allow the students to learn in an experiential, project-based assignment with VegMap and contribute specific deliverables as outlined below by applying their business knowledge as young professionals in a consulting environment.

## Prerequisites

4th Year standing in the Okanagan College BBA program.

## Learning Objectives

1. Gain first-hand experience of the management consulting process and managing the interaction with the client in the development of their business;
2. Cond
3. Build a digital marketing strategy and tactics for VegMap to utilize;
4. Apply learned marketing research and integrated marketing communications (including digital marketing) skills to identify targets and ways of creating awareness and sales for the VegMap service resulting in actionable recommendations;
5. Enhance the ability to work collaboratively in a team environment and perform under time pressure with limited supervision;
6. Enhance project management, analytical and strategic thinking skills; and
7. Enhance oral and written communication skills in a business environment.

## Academic Learning Outcomes

Upon completion of this course, students will be able to

- Create integrated digital marketing strategies tailored to targeted audiences and aligned with the . These strategies would include website design and content, marketing collateral design and content and professional sales plan.
- Design a qualitative and quantitative research study to assist a company in customer discovery and analysis, in order to solve the problem at hand for the company.
- Create and facilitate the implementation of branding guidelines including logo, tagline, colors, and fonts.

Design a database for customer discovery, including all of the necessary information the company needs for the assessment of potential customers.

Conduct market research to analyze competition in the marketplace, determine and evaluate methods for dealing with such competition.

- Demonstrate good teamwork skills using clearly outlined roles and responsibilities, open communication, respect, and shared goals.

Develop professional skills while working for a client in the real world, including project management, analytical and strategic thinking skills, oral and written communication skills.

### **Project Charter**

The full project scope will be developed as part of the Project Charter, and will be completed prior to commencement of work for the client and approved by the course instructor. All members of the team and the instructor attend the first meeting with the client: getting an agreed definition of the project with the client is critical to the overall success of your assignment.

The course is entirely project-based with contact with the instructor at the start of the project to review the scope and periodically throughout the term. There will be at least 2 project review meetings with the instructor during the project to formally evaluate progress and team performance.

VegMap, the data will allow the VegMap to identify the level of need, and target the most attractive possible clients.

Students are advised to adhere to the Okanagan College standards on plagiarism and cheating.

**Personal Reflection Paper**

Students will write a short page (maximum) paper that reflects upon your experience both within their team and in conducting the consulting work. Students will fully address the following key questions:

1.

learning experience?

3. How did your classroom learning in the various management courses help or hinder your ability to provide useful and timely advice to the client? Please identify specific courses.



**SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

**STUDENT CONDUCT AND ACADEMIC HONESTY**

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**What is the Disruption of Instructional Activities?**

with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students

harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions f0992 reW\*nBT0.00



The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.