



Business Administration

Course Number:	BUAD 498
Course Title:	DIRECTED STUDIES IN BUSINESS
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:	FALL 2020
Prerequisite(s):	Fourth-year standing, permission of the department and agreement of a Department of Business faculty member to supervise the directed study.
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	5 (one hour scheduled with professor and minimum 4 hours outside of official meeting times)
Graduation Requirement:	Elective all options
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	Fall 2009
EDCO Approval:	January 2015

Professor

Name	Phone number	Office	Email
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 4th 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

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

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

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.