



# 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 2018</b>
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
Chair's Approval:	<i>d. Spauling</i>

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**Professors**

Name	Phone number	Office	Email
Sheilagh Seaton	762-5445 #3212	Penticton: PC230	sseaton@okanagan.bc.ca

**Learning Outcomes**

Upon completion of this course students will be able to:

- Participate in a branding evaluation service learning project with a non-profit client organization.
- Analyze branding evaluation methodologies using existing literature.
- Assist with the administration of a branding evaluation process including design and data collection
- Analyze research data using appropriate software.
- Identify and explain themes extracted from the findings of the research.
- Prepare and deliver a final presentation to the client and professor including potential next steps for the organization
- Demonstrate through reflection the value of learning by participating in a service learning project for a client.

**Course Objectives**

This course will cover the following content including:

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.

**Evaluation Procedure**

Project work plan	10%
Annotated bibliography of existing literature	15%
Summary evaluation of the different branding methodologies as applied to the client organization	20%
Participation in service learning project	15%
Final project report with summary of findings and presentation to key stakeholders	30%
Project and course reflection	15%
Total	100%

**Notes**

<p><b>Project Work Plan</b>  <i>The student will prepare a work plan outlining the key components of the project, the desired outcomes, the methodology, the key stakeholders involved and a timeline of the project, including weekly meeting sessions with the professor.</i></p>
<p><b>Service Learning Research Project</b>  <i>Annotated bibliography of existing literature - use a minimum of 10 different articles relevant to brand evaluation methodology.</i>  <i>Summary of the different branding methodologies as applied to the client organization – Consult with the organization appointed project leader to determine the needs and constraints of the organization and complete an analysis of the different brand evaluation methodologies in comparison to the needs and constraints of the organization.</i>  <i>Participation in data collection and summary of key findings – working with the project leader, complete a minimum of 30 service learning hours with the organization related to the implementation of the brand evaluation project.</i>  <i>Final project report and presentation to key stakeholders - the final report and presentation will include a summary of the key findings, identification of themes resulting from the findings and potential next steps for the organization. The presentation will involve a minimum of one representative from the client organization and the professor.</i></p>
<p><b>Project Reflection</b>  <i>The reflection component includes what the student learned from the independent study experience, and how this experience has contributed to her development as a business student in the program.</i></p>

**Required Texts/Resources**

<p>Determined individually in consultation with the assigned Faculty member. May include a textbook, compilation of journal articles, online materials and/or live seminars in the chosen field.</p>
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## Course Schedule

Date		Topic	Textbook
Week of:			
Sep	4	Preparation of work plan Initial Contact with Client and Project Leader	
	10	Initiate Literature Review <b>Project Work Plan Submitted</b>	
	17	Literature Review (continued)	
	24	Literature Review (continued) Client Meeting with Project Leader	
	30	<b>Literature Review Submitted</b> Analysis of Branding Methodologies	
Oct	1	Analysis of Branding Methodologies (continued)	
	9	<b>Analysis of Branding Methodologies Submitted</b>	
	15	Service Learning Hours – project scope and design including methodology selection, software selection and measurement instrument.	
	22	Service Learning Hours – software training, data collection	
	29	Service Learning Hours – data collection and preliminary analysis of findings	
Nov	5	Service Learning Hours – data collection and preliminary analysis of findings (continued)	
	13	Service Learning Hours – as required Analysis of findings and final project report and presentation preparation	
	20	Analysis of findings and final project report and presentation preparation	
	27	<b>Final project presentation to key stakeholders</b> <b>Submission of project report</b>	
Dec	4	<b>Submission of final project reflection</b>	
	8-19	Final Exam Period - No Final Exam	

## **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?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 5<sup>th</sup> edition (2001)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

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.