




# 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 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:	

**Professor**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
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**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 choice, in regular consultation with a member of the Business teaching faculty. This three-credit course may be taken over one or two semesters.

**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.

**Please see the following outline for further details for this Directed Study.**

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. Conduct a market analysis to identify VegMap's target markets;
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 organization's marketing objectives. 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.

### **Managing the Client Relationship**

Students are representing the Okanagan School of Business at Okanagan College and it is important that the client relationship is developed on a professional basis and maintained at a professional level throughout the course. While students are fully responsible for managing the project and meeting the client's expectations, it is required that students contact the instructor if any difficulties in managing the client relationship are encountered. As a team, the client has asked to address a critical opportunity and conduct analysis and make recommendations that will be important to the venture's ongoing success and sustainability. In all cases, consult with the instructor before conducting data gathering to ensure an acceptable approach is being used and that the data gathering will yield appropriate information.

### **Professional Integrity**

The work that is being conducted may require access to sensitive or confidential information. Information provided by the client will be considered confidential and proper precautions should be taken in terms of information privacy and security.

### **Project Deliverables for Students**

#### **Exploration & Identification of Target Market**

Students will develop a database of potential clients for VegMap in the Okanagan, consisting of farms/orchards which have more than 100 acres. Database will include contact info of notable employees, farm size, crop type, publicly known existing technologies in place, strengths and weaknesses of the business. It will also be categorized across specific demographic, geographic and psychographic variables.

#### **Analyze Target Market Findings**

Students will analyze the developed database of potential clients in the marketplace, and segment findings by the type of service each target is anticipated to need and then rank potential clients by order of attractiveness to the service.

#### **Survey Questionnaire**

Students will create a qualitative research survey, using a mixture of survey design methods that VegMap can offer to potential clients in the community to explore their interest in the service. Once executed by

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

**Marketing Material**

Students will create final draft versions of marketing materials including the following:

- Design and layout of Website
- Structure of Sales Pitch
- Brochure/Power Point Presentation of service for customer information
- Solidified Mission, Vision and Values
- Logo and Branding guidelines

All of these deliverables will be presented to VegMap by the end of the Fall 2020 semester in a full portfolio.

**Written Business Report, Oral Presentation & Personal Reflection Journal**

Students will prepare a written Business Report and an Oral Presentation to the client firm and a Personal Reflection Paper. The format of the presentation and written report must be in a business appropriate format with clear style and language. Oral presentations can be held at the client’s workplace, arrangements can be made for an on-campus presentation in a suitable room. The personal reflection paper will be prepared by the students individually throughout the course and delivered to the instructor at the end of the course. The instructor will be present at the final presentation along with the owners of VegMap.

**Course Evaluation**

Grades for this course are based on the following:

<b>Client Deliverables Team Evaluated</b>	<b>50% of grade</b>
Project outcomes/deliverables	35%
Project written report	15%
<b>Individual Performance</b>	<b>50% of grade</b>
Individual reflection paper	15%
Instructor & client evaluation of team performance	20%
Project oral presentation	15%

**Requirements for Graded Work**

**Teamwork**

The purpose of teamwork is to enhance your skill in working collaboratively. It is vitally important that any issues that arise with respect to teamwork difficulties be brought to your instructor’s attention immediately to allow for corrective action. Grades for individuals in the team may be adjusted based on the performance evaluation of your instructor during the term.

**Business Report & Presentation**

The written business report will be assessed based on appearance/style flow, clarity, content, concreteness & completeness and writing quality. Note that these reports are not academic papers and reports received in such a style will be assessed a lower grade or failed.

The oral presentation will be assessed using similar criteria including oral presentation skills & persuasiveness, both individually and collectively.

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. What have you learned about ‘managing your peers’ and the dynamics of working in a diverse team?
2. What have you learned about ‘managing client expectations’ and did their project provide a challenging 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.
4. If you had to start this project over again, what single thing would you do differently and why? How can the Capstone experience & process be improved?

**Course Schedule**

Classes Begin – Sept 9 2020; Last Day to drop and receive tuition refund – Sept 18; Thanksgiving October 12 (no classes); Last day to withdraw without academic penalty – Oct. 30, 2020; Remembrance Day Nov. 11 (no classes); Last Day of Regular Classes – Dec. 7, 2020  
Exam Period – Dec. 9-19, 2020

<b>Date</b>		<b>Weekly Deliverables &amp; Meeting Schedule</b>
<b>Week Of:</b>		
<b>Sep</b>	7	Client Meeting to review project deliverables; Team Meeting with instructor; client and UBCO Okanagan Entrepreneurship
<b>Sep</b>	14	Commence Database creation and research of target markets Team Meeting with instructor; Project Meeting with Client
<b>Sep</b>	21	Commence competitive analysis Team Meeting with instructor; Project meeting with client and UBCO Okanagan Entrepreneurship
<b>Sep</b>	28	Complete database creation and research of target markets Team Meeting with instructor; Project Meeting with Client
<b>Oct</b>	5	Complete competitive analysis Team Meeting with instructor and UBCO Okanagan Entrepreneurship
<b>Oct</b>	12	Commence research on company vision, mission, and values Team Meeting with instructor; Project meeting with client
<b>Oct</b>	19	Continue development of company vision, mission and values Commence development of logo and company branding standards Team Meeting with instructor
<b>Oct</b>	26	Complete company vision, mission, and values Continue on logo and company branding standards Team Meeting with instructor; Project Meeting with client
<b>Nov</b>	2	Complete logo and branding standards Team Meeting with instructor; Project meeting with client and UBCO Okanagan Entrepreneurship

<b>Nov</b>	9	Commence development of sales plan and creating of website design and marketing collateral design Team meeting with instructor
<b>Nov</b>	16	Continue development of sales plan and creating of website design and marketing collateral design Commence development of research survey Team meeting with instructor
<b>Nov</b>	23	Continue development of sales plan and creating of website design and marketing collateral design and research survey Team meeting with instructor
<b>Nov</b>	30	Complete development of sales plan and website design and marketing collateral design Team Meeting with instructor; Project meeting with client and UBCO Okanagan Entrepreneurship
<b>Dec</b>	9-19	<b>Client Oral Presentation on project deliverables; Client written report presented to client and instructor and personal learning journals presented to instructor</b>

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**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.

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**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, 7<sup>th</sup> edition (2019)). 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.