

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 threerticipation in a semina

Professors

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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:

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Evaluation Procedure

Project work plan Annotated bibliography of existing literature	10%
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Course Schedule

Week of:			
Sep	4	Preparation of work plan Initial Contact with Client and Project Leader	
	10	Initiate Literature Review Project Work Plan Submitted	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral