

# 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

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**Professors**

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| Sheilagh Seaton | 762-5445 #3212 | Penticton: PC230 | sseaton@okanagan.bc.ca |
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**Learning Outcomes**

Upon completion of this course students will be able to:

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

This course will cover the following content including:

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**Evaluation Procedure**

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| Project work plan<br>Annotated bibliography of existing literature | 10% |
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**Course Schedule**

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|          |    |  |  |
| Week of: |    |  |  |
| Sep      | 4  | Preparation of work plan<br>Initial Contact with Client and Project Leader |  |
|          | 10 | Initiate Literature Review<br><b>Project Work Plan Submitted</b>           |  |

## **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