

# 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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**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 <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