



Business Administration

Course Number: BUAD 438

Course Title: APPLIED BUSINESS PROJECT

Credits: 3

Course Description: This course will deliver an applied learning experience for students to work with an organization in a consulting capacity on a business project relevant to the sustainability of that organization. Students will define mutually agreed outcomes and formulate recommendations to the organization.

Semester and Year: Winter 2024

Prerequisite(s): Fourth year standing, permission of the department.

Coferequisite(s): No

Corequisite to: No

Exam: No

Hours per week: 3

Accreditation Requirement: BBA Elective – all options.

Co-requisite Courses: No

Transfer Credit: No

Additional Notes:

Originally Developed: Winter 2022

Department Approval:

Faculty Approval: *Devi Rubadeau*

Professor

Name	Phone number	Office	Email
Dr. Blair Baldwin		E220	bbaldwin@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

1. Analyze opportunities and challenges facing an organization using acquired business knowledge.
2. Design a consulting project with a real organization including project planning, market research, performance indicators, reporting, documentation, professional communications, and time management tools.
3. Evaluate data and information to identify causes of business problems and to identify new opportunities for an organization to improve its competitive advantage.
4. Create solutions for an organization's opportunities and challenges.
5. Conduct a review of the project, process and team and individual performances.

Course Description

Through an applied learning experience, this course will engage students to work with an organization on a business project relevant to the sustainability of that organization. Students working in teams will consolidate and apply their current knowledge and gain new knowledge by working directly with an organization. Mutually defined outcomes for the project will allow them to assess opportunities and challenges, build a project charter, conduct secondary research, and make recommendations. Working collaboratively, students will enhance their core competencies in their concentration of choice and create stronger ties with the community.

Course Approach & Learning Strategy

The course is built on the foundations of experiential learning and directed learning. Team and individual learning are emphasized.

The approach of the course allows students to address current opportunities and challenges for an organization where applied learning is the core learning strategy. The course will deliver this through active participation by students in a project with the organization. n

objectives and will be required to manage their own relationships and timelines with the organization.

Course Objectives

1. Develop consulting expertise.
2. Create an application-based experience.
3. Develop competency in team and stakeholder collaboration.
4. Develop and apply critical thinking and communications skills.

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Each student must adhere to the Okanagan College policies and rules with respect to cheating and any infringement of intellectual property (including plagiarism) as outlined herein.

Assessment

Each student will be assessed during the course on an individual and a team basis. This is different from evaluation. Assessment will provide feedback to students on their progress towards achieving milestones and the quality of their work. Assessment is an important part of a student's learning and will allow the professor to provide feedback and constructive comments to students.

Evaluation:

Each student will be evaluated both individually and as part of their team across the following components:

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on basis as follows: Superb (90%-100%; Commendable (80 – 84%); Satisfactory (50 – 64%); Unprofessional (0%-49%).

components in this course is based on the following:

	65% of grade
Team Charter including Performance Measures	5%
Project Charter including outcomes	15%
Interim Project Report	15%
Final Project Report	15%
Final Project Team Presentation	15%
Individual Performance Measures	35% of grade
Learning Contract	5%
Individual Reflection Paper	11

Troper, J. & Tropez, P. (2009). Empowering Novice Consultants: new ideas and structured approaches for consulting projects. *Consulting Psychology Journal: Practice & Research*, 61(4) 335-352.

Course Schedule

All classes are held in a 3 hour block

Monday, January 8 - Classes Start

Monday, February 19 - Statutory Holiday (no classes)

Tuesday, February 20 - Friday, February 23 mid-semester break

March 29 and April 1 – Statutory Holidays

March 8 – Last day to drop course without academic penalty

April 12 – Last Day of Regular Classes

Class Date		Weekly In-Class Content	Weekly Deliverables In-Class & Outside Class *
Jan	10	Course Introduction : Course Syllabus Review, Class Orientation, Project & Organization Overviews, Introduction to Applied Learning Project Consulting	In Class : Teams Formation, Clients paired Outside of Class : Learning Contract due and Team Charter due

Jan 17

Mar	20	Development of Final Report Key Performance Measures & Milestones	In Class: Teams Review of major solutions and feedback Outside of Class: Weekly team and client meeting
Mar	27	Project Writing and Presentation Planning The Pitch Canvas & Pitch Methodology	In Class: Discussion of final report format and presentation content Outside of Class : Final Report in progress
Apr	3	Project Report and Presentations Final Project Draft Presentation work Oral Project Presentations Trial Run	In Class: Team discussions on projects Outside of Class Draft Final Project Report delivered to professor; Draft Final Oral Presentation delivered to professor
Apr	10	Project Presentations	In Class: Project presentations Outside of Class : Final Project Report delivered to organization Individual reflection papers due Peer evaluations due

* Inside of Class Deliverables are tasks required for the scheduled class time. Outside of Class Deliverables are tasks required during the week of that class.

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills

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).⁶