




Business Administration

Course Number:	BUAD 438
Course Title:	APPLIED BUSINESS PROJECT
Credits:	3
Calendar 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.
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA Elective – all options.
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	
Originally Developed:	Winter 2022
EDCO Approval:	
Chair's Approval:	

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. Student teams will use a management consulting and design thinking approach to identify needs of the organization. Using problem-solving skills, they will develop solutions for these needs.

The format will encourage students to build their creative, analytical, decision-making, and communications capabilities. It will be focussed on the organization's needs through regular organization meetings, team meetings, project work and active engagement with the professor and the organization. Both virtual and personal meetings will be held. Online resources will be available as well.

Teams of students will be expected to be highly motivated and engage in evaluation (self, team and project) and will identify and analyze all information and apply their knowledge and skills needed to undertake the project. Students will take responsibility for meeting their learning

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.

Applied Business Project Outline

This project-based course requires contact with the professor and organization regularly throughout the term. Organizations and teams will be matched prior to or at the start of the course. Teams will meet initially with the organization and the professor to determine and agree upon the challenges and opportunities to be studied. There will be weekly project review meetings with the client organization and professor during the project to evaluate progress and team performance. The use of flash reports submitted to the professor will guide the relationship between the students and their professor as well as the client organization. Students are expected to spend 75-100 hours on the project related work including readings, research, team, organization, meetings and preparation of all reports and presentations.

Special Note: Ethics Review

Students are reminded that, if any of the project work engages in primary research, it will require Ethics Board approval. In such case, students, working with the professor, will submit their projects for review by the Okanagan College Research Ethics Board. Ethics approval through the College is only needed if the research is not part of the normal business of the host organization, and the host agency does not have its own ethics process. All students will consult with their professor regarding the need for ethics review. If the research requires approval by the Okanagan College Research Ethics Board, the student team will be responsible for determining the date by which submission must occur in order to ensure the project can start on time.

Professional Conduct

Each student represents the School of Business, Okanagan College. Each team's relationship with their chosen organizations is developed and maintained on a professional basis. It is critical that each student conducts themselves with integrity including being honest, trustworthy, sincere, direct, respectful, accountable and tolerant. The student's role as a professional is to listen and engage with the organization to create dialogue and communicate professionally with the organization. It is important to respect that no confidential information is shared or that there is any infringement on intellectual property owned by the organization. Each student will be given responsibility to manage the project towards achieving the Course Objectives outlined herein. Regular contact with the professor and the organization will be required throughout the course.

Students must contact the professor if any difficulties in managing the client relationship are encountered. The organization has asked the students to address a critical opportunity and conduct analysis and make recommendations that will be important to the organization's ongoing success and sustainability. Due to work activity to be conducted on behalf of the organization, the students will adhere to the policies and regulations with respect to ethics and human subject research. In all cases, consult with the professor before conducting data gathering to ensure an acceptable approach is being used and that the data gathering will yield appropriate information.

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:

1. Learning Contract.
2. Team Charter.
3. Project Charter.
4. Progress Reports.
5. Interim Project Report.
6. Final Project Report.
7. Final Project Team Presentation.
8. Team Evaluation by Organization.
9. Individual Reflection Paper.
10. Final Project Individual Oral Evaluation.
11. Peer Evaluations.

This course will be evaluated on a basis as follows: Superb (90%-100%; Commendable (80 – 89%); Good (65%-79%); Inadequate (50 – 64%); Unprofessional (0%-49%).

The weighting for the evaluation components in this course is based on the following:

Team Performance Measures	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	10%
Final Project Individual Oral Presentation	10%
Peer Evaluations	10%

Recommended Texts

Cook, R., Harris, M., & Barber, D. (2022). *Management Consulting Projects: A Step-by-Step Experiential Guide*. Routledge.

Markham, C. (2019). *The Art of Consultancy*. Legend Business.

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	In Class: Teams Formation, Clients paired Outside of Class: Learning Contract due and Team Charter due
Jan	17	Project Consulting Project Management Theory, Consultant & Organization Management, Client Relationship, Engagement and Expectations	In Class: Team Consultations on projects and organizations Outside of Class: Initial Client Meeting, Project Charter due
Jan	24	Project Introduction Project Methodology Project Performance Reviews Management of Professional Relationships Needs Assessment and Decision Statement	In Class: Collaborative review of Project Charters, Research Methodology Presentation; Progress Report Discussion Outside of Class: Weekly team and client meeting, Project research commenced
Jan	31	Project Research & Decision Statement Research Methodology & Techniques	In Class: Review of Project Charters Outside of Class: Weekly team and client meeting, Project research underway
Feb	7	Project Analysis External Environmental Analysis (Market, Consumers, Competition) Organization Analysis (Positioning; Value Proposition; TOWS analysis) Research implications for Decision Statement	In Class: Research Updates Outside of Class: Project research work, Weekly team and client meeting;
Feb	14	Research Results & Analysis Techniques for Innovative Implications Interim Project Report Professional Report Writing	In Class: Review of Research results: initial findings and implications Outside of Class: Interim Report in progress; Weekly team and client meeting
Feb	21	Winter Break	Outside of Class: Interim Report in progress
Feb	28	Interim Project Report Delivery & Presentations	In Class: Delivery of written Interim report; Presentation of Interim Report Outside of Class: Weekly team and client meeting
Mar	6	Decision Analysis & Generating Solutions Decision Evaluation Criteria & Solution Creation	In Class: Feedback on Interim Reports Outside of Class: Revisions to interim reports and further research as required
Mar	13	Solution Plan and Content Ideas	In Class: Design Thinking workshop Outside of Class: Developing decision evaluation criteria and solutions for decision statement, Weekly team and client meeting

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 include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

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 professor 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. 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, 6th edition (2009)). 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.