

Business Administration

Course Number:

BUAD 200

Professors

| Name | Phone number | Office | Email |
|---------------|---------------------|---------------|--|
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Evaluation Procedure

| | |
|-------------------------|-------------|
| Term Work | 20% |
| Mid-term Exam | 20% |
| Final Exam (Cumulative) | 30% |
| Project | 30% |
| Total | 100% |

Course Schedule

| Date | | Topic | Readings |
|----------|----|---|----------------|
| Week of: | | | |
| Jan | 4 | Course Introduction: Evolution or Revolution The Digital Marketing Landscape | Ch 01 Ch 02 |
| | 11 | Understanding the Internet | |

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
