

Business Administration

Professors

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Notes

Class participation marks will be awarded based on class discussions, exercises and role plays using the guidelines outlined below:

1. Providing recapitulations and summaries
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2. Making observations that integrate concepts and discussions
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3. Citing relevant personal examples

4. Asking key questions that lead to revealing discussions
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Required Texts/Resources

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., Williams, M. R., & Shannahan, K. L. (2015). SELL (Second Canadian Edition). Nelson Education Limited

Course Schedule

