

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
