

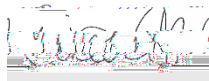
COURSE OUTLINE

SUMMER SESSION I 2024

COURSE CODE: BUAD 115

COURSE TITLE: Introduction to Tourism

Calendar Description



Short Written Assignments (3) (30 %)

These 400-500-word assignments are designed to improve your critical thinking and analytical writing abilities. Peer sharing and response will also be part of these written exercises.

Group Project (15 %)

Groups of approximately 4 will choose from a selection of tourism cases that illustrate course concepts. The project has 3 parts:

- written one -pager that highlights key concepts in the selected tourism case
- 15-minute presentation
- activity facilitation

Exams (45%)

Partners will be assigned to a group of 4-5 students for the exam. The exam will be held on the same day as the group project presentation.

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral