

# Business Administration

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Course Number:

**BUAD 200**

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
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**Evaluation Procedure**

Term Work	20%
Mid-term Exam	20%
Final Exam (Cumulative)	30%
Project	30%
<b>Total</b>	<b>100%</b>

**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**

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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**

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