

Business Administration

Course Number:

BUAD 116

Professors

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Notes

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

Term Work

The term work will be based on the in-classroom quizzes, class participation, in-class work, and homework assignments.

Term Project

The project has two components:

- a. Marketing Paper (20%)
- b. Marketing Presentations (10%)

Please see assignment handout and professor for detailed instructions. You will be required to submit an electronic copy of the marketing papers to facilitate screening for plagiarism.

Exam Marks

The final exam is worth 20% of the total grade.

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

What is the Disruption of Instructional Activities?

Examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study IDFL0LWLHV RI 2&´ DV ZHOO DV FRQGXFV WKDW OHDGV WR SURSHUW\ GDPD for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

Use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying LQIRUPDWLRQ WR RWKHU VWXGHQWV ZKR DUH WDNLQJ WKH WHVW RU H[DPL Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act

What are the Students' Responsibilities to Avoid Plagiarism?