

Business Administration

Course Number: **BUAD 215**

Course Title:

Professors

Dan Allen			
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Evaluation Procedure

Course Exercises (Individual)	25%
Term Projects (Groups)	40%
Exam (Individual)	35%
Total	100%

Notes**Course Exercises (25%)**

Your courses exercises grade will be calculated based on completion of a series of exercises and in-class assignments. Grades assigned to each exercise vary depending on the size and complexity of the exercise. Students will also need to complete Serving It Right. If already completed showing the number is acceptable.

Term Project (40%)

To give students the opportunity to develop a restaurant concept of their choice, the Portfolio is one project divided into 4 parts and a final presentation, each worth 8% and each with its own deadline. Portfolios will be completed in teams of 4-5.

Exam (35%)

The final exam will be constructed from textbook material, lectures, homework, potential guest speakers and other activities in the course. You must pass the final exam in order to earn credit for the course.

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.

Students may be required to pay for travel and expenses related to site visits and/or field trips.

There will be a 10% per day loss of total potential marks for late work up to a maximum of 5 days. After 5 days, the work will NOT 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.

Required Texts/Resources

Course Schedule

Date		Topic	Textbook
2020 Week of		Monday, January 6 First Day of Classes Monday, February 17 Family Day Tuesday, February 18 Friday, February 21 Reading Break Friday, April 16 Last Day of Regular Classes	
Jan	11	Introduction Kinds and Characteristics of Restaurants	Ch 01
	18	Restaurant Marketing and Target Markets Pricing and Designing the Menu	Ch 2/Ch 3
	25	Restaurant Location and Site Criteria/S3.728o1U-2(i)3(cs of)-2	

Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.