



Business Administration

Course Number:

BUAD 291 Graduation Requirement:

Course Title:

Diploma, Marketing Option Elective

Substitutable Courses: No

Transfer Credit:

Special Notes:

Originally Developed: September 2009

EDCO Approval: 2010

Chair's Approval:

Evaluation Procedure

Term Work	20%
Cases (10% Presentation, 10% Participation)	20%
Project	35%
Final Exam	25%
Total	100%

Notes**Term Work**

Your term work grade may be calculated from a combination of quizzes, participation, in-class work and homework. Students will be expected to actively engage in classroom discussions and other activities and exercises. In addition, students will be required to visit local retailers, make observations and conduct analysis of different sites, store design elements, and store layouts. These will be discussed in class the following week. Details on the requirements of field trips will

Course Schedule

Date		Topic	Textbook
Week of:		Tues. Sept 8 College-wide Orientation Day Wed. Sept 9 Classes begin Mon. Oct 12 Thanksgiving Day – no classes Wed. Nov 11 Remembrance Day – no classes Thur. Dec 10 Last day of regularly scheduled classes	
Sept	9	Course Introduction The World of Retailing – Introduction to the World of Retailing	Ch 1
	14	The World of Retailing - Types of Retailers	Ch 2
		The World of Retailing – Customer Buying Behaviour	Ch 3
	21	Review of GIS Data and tools Retailing Str	

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?