Notes

Class Policy and Participation

Your participation in class requires ***regular attendance***, as t

Course Schedule

Date		Topic	Textbook	Project
2018 Week of:		Tuessday, September 4 - Orientation Wednesday, September 5 - Classes Start Monday, October 8 Thanksgiving Day (no classes) Monday, November 12 Remembrance Day (no classes) Thursday, December 6 - Last Day of Regular Classes		
Sept.	3-7	Course overview Introduction to Consumer Behaviour	Introduction Ch. 1	Expectations
	10-14	Consumer Values Learning and Perception	Ch. 2 Ch. 3	
	17-21	Comprehension, Memory, Cognitive Learning Motivation and Emotion		

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 me