

# Business Administration

Course Number:





**Notes****Class Participation Structure**

**Hour #1:** Starting towards the end of the first month of classes, each team will be assigned to present an in-class seminar to discuss the key concepts taught the prior week and demonstrate an application of the key learning from the prior week as applied to the event plans that each team will be working on for their clients. The schedule will be determined on a random draw basis. Each team will prepare an entertaining in class presentation involving games, tests, quizzes or other interactive means. Presentations will be limited to 45 minutes.

**Hour #2:** The topic for the week will be introduced and taught using a combination of theory and applied examples.

**Hour #3:** The last hour will be used for a discussion of the team's projects and an identification of common issues. Flash reports will be reviewed with each team. Project updates will be given by teams.

**Required Texts/Resources**

A comprehensive events management textbook is recommended but not required for this course.

The text is **Events Management by Bowdin,** <sup>rd</sup> **Ed.**  
As well, the text from BUAD 116 or a similar entry level marketing course will serve as good reference tool.

There are also proprietary powerpoint slides developed for this course by Blair Baldwin for the Okanagan School of Business, Okanagan College.





## **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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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study