

Business Administration

Course Number: **BUAD 345**

Course Title: **CONSUMER BEHAVIOUR**

Credits: **3**

Calendar Description:

Notes**Class Policy and Participation**

Your participation in class requires **regular [face-to-face or online] attendance**, as this course is not available by distance education. Students are expected to read the chapters and complete the assigned work prior to coming to class. Participation will be evaluated throughout the term.

Students must work in teams to complete the project. The major project requires advanced reading and secondary research. Team membership and project topics must be approved by the professor before proceeding.

The professor may progress quickly or slowly through the assigned chapters, depending upon complexity, discussion, current issues, guest speakers, etc.

Exams

Students must receive at least 50 percent of available marks on the individual exams in order to pass the course. (Meaning: 27.5+ points out of 55 points available for the Midterm and Final exams.)

Project

The Consumer Behaviour Project involves a team of students researching how a consumer product (goods or services) needs to be focused towards a specific target market. Teamwork will include selecting and clearly defining the target market, selecting one specific product (or product line) for a local company, and then determining the best way a business can present

Course Schedule

Date	Topic	Textbook	Project
2021 Week of	STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11		

Sept 8

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?

Disruption of instructional activities is any action which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study hall. Penalties 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?

Cheating is any attempted dishonest conduct during tests or examinations in which the 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

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?