

Business Administration

Course Number: **BUAD 470**

Course Title:

Professors

Notes**Research Expectations of Students**

Students will be expected at all times to conduct themselves in a professional, confidential and ethical manner as outlined.

and group activities undertaken, plans (2 weeks in advance), and the overall process plan of their research.

-documented records will be subject to mark penalties and potential removal from the project group and project.

Printed Logbooks will accompany final projects for archiving.

Late assignments will lose 20% on the first day (if handed in after start of class) and each subsequent day late. Late assignments will not be accepted after 3 calendar days.

Required Texts/Resources

Managing Customer Experience and Relationships: A Strategic Framework, Third Edition,
by Don Peppers and Martha Rogers

Wiley 2017

ISBN- 978-1-119-23625-2

