

# Business Administration

Course Number: **TOUR 245**

Course Title:



**Evaluation Procedure**

Application Journal Entries 10 journal entries (10 x 2%)	20%
Case Study Analysis (Individual 3 x 10%)	30%

Course Schedule

Date		Topic	Textbook
2024 Week of		Monday January 8th, First day of class Monday February 19 <sup>th</sup> , Statutory Holiday (no classes) February 20 <sup>th</sup> thru 23 <sup>rd</sup> , Reading Week Friday March 29 <sup>th</sup> and Monday April 1 <sup>st</sup> , Statutory Holiday (no classes)	Various readings and case studies will be posted on Moodle
Jan	8	Introduction to Small and Medium sized Tourism Enterprises	
	15	Business models for decision making and the SME <b>Seminar proposal due Jan 19<sup>th</sup></b>	
	22	Marketing and the SME	
	29	Marketing Case Study	
Feb	5	Management & Operations and the SME <b>Case Study #1 due Feb 9<sup>th</sup></b>	
	12	Management & Operations Case Study	
	19	Reading Week – no classes	
	26	<b>Case Study #2 due Feb 26<sup>th</sup></b> Growth and the SME	
Mar	4	Scaling & Growth of a SME	
	11	Global Market and the SME Global Market Case Study	
	18	Family-Owned SME <b>Case Study #3 due March 22</b>	

## **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 facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. 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 includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the