

# COURSE OUTLINE

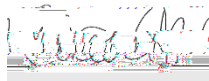
SUMMER SESSION I 2024

**COURSE CODE:** BUAD 115

**COURSE TITLE:** Introduction to Tourism

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Calendar Description





### **Short Written Assignments (3) (30 %)**

These 400-500-word assignments are designed to improve your critical thinking and analytical writing abilities. Peer sharing and response will also be part of these written exercises.

### **Group Project (15 %)**

Groups of approximately 4 will choose from a selection of tourism cases that illustrate course concepts. The project has 3 parts:

- written one -pager that highlights key concepts in the selected tourism case
- 15-minute presentation
- activity facilitation

### **Exams (45%)**

Partnership with the University of Toronto (U of T) and the University of Waterloo (U of W) 29.315 013.207



### 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