

Business Administration

Professors

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Notes

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| Class participation marks will be awarded based on class discussions, exercises and role plays using the guidelines outlined below: |
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| 1. Providing recapitulations and summaries |
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| 2. Making observations that integrate concepts and discussions |
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| 3. Citing relevant personal examples |
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| 4. Asking key questions that lead to revealing discussions |
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Required Texts/Resources

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., Williams, M. R., & Shannahan, K. L. (2015). SELL (Second Canadian Edition). Nelson Education Limited

Course Schedule

