

# COURSE OUTLINE

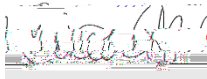
SUMMER SESSION I 2024

**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) (E) (C) (J) (A) (D) (T) (A) (E) (T) (S) (C) (U) (T) (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