

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.

Students will be expected to maintain a current "Project Log Book" to record all individual and group activities undertaken, plans (2 weeks in advance), and the overall process plan of their research.

Students will keep their "Project Log Book" current.

Project records will then be evaluated by the professor. Failure to maintain the "Project Log Book" and to keep well-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

