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