

Williams School of Business

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Programs Overview

The Williams School of Business at Bishop's University is dedicated to providing a high-quality undergraduate business education within the liberal education tradition of the University. Students may work towards one of two undergraduate degrees: a Bachelor of Business Administration (B.B.A.) or a Bachelor of Arts (B.A.) Major Business. The B.A. Major Business is ideal for those who wish to combine their business studies with a different subject. The B.B.A. offers the most in-depth approach to business studies. B.B.A. students can also choose among seven concentrations and among six minors to develop complementary knowledge and competencies.

B.B.A. Concentrations:

- Accounting
- Business Technology and Analytics
- Entrepreneurship
- Finance
- Human Resources
- Management
- Marketing

Minors:

- Business Administration
(available only to Non-Business students)
- Business Technology and Analytics
- Entrepreneurship
- Finance
- Human Resources
- International Business
- Marketing

Joint Programs

Joint programs with other programs at Bishop's University include Majors in Arts Administration, Information Technology and Sports Studies.

Certificate in Business Administration

A certificate in Business Administration (30 credits) is also available. We pride ourselves on having an experiential learning focus within the Williams School of Business whereby each course aims at providing real-life assignments that enable students to build practical competencies and enrich their curriculum vitae.

International Awareness

The Williams School of Business also encourages students to develop an international awareness of different business practices and cultures. Students have the opportunity to participate in an exchange program that allows them to study abroad for up to one year at any partner university in over 50 countries worldwide.

An international component is also reflected in most of our courses, in our international student exchange program, workshops, conferences, case competitions and faculty involvement in international research projects. The Williams School of Business is accredited with the Network of International Business Schools (NIBS).

Co-operative Education

The Williams School of Business offers a Co-operative Education Program. It combines a student's academic program with integrated work experiences through work terms and regular academic sessions. The work terms are designed to present the students with the opportunity to blend theory and practice and to gain relevant work experience.

Experiential Learning

The courses and programs described in the following pages are designed to prepare our graduates for full and enriched participation in their chosen profession or graduate school.

Applying to All Business Programs

Enrolment in the Williams School of Business is limited. Students must normally have a minimum R-Score of 24 from CEGEP and 80% from high school to be considered for admission to these programs.

To enter a Business program, CEGEP graduates must have a Quebec collegial diploma (D.E.C.). Upon admission, they will receive 30 advanced credits in electives, leaving 90 credits to

complete at Bishop's University. Therefore, it makes it possible to complete any of our Business programs in three years. CEGEP graduates from specific DEC-BAC programs may be eligible for additional advanced credits in our B.B.A. program if they meet the required R-Score average criteria. Please visit our website at ubishops.ca/DEC-BAC-agreements for more information.

High School students entering the B.B.A. or B.A. Major Business programs who do not have one of the following mathematics courses will be required to take an additional mathematics course (MAT 190) outside of their degree requirements before being able to enroll in other business core courses and in MAT 196 (if required by their program): BC/YT: Pre-Calculus 12, AB/NT/NU: Math 30-1, SK: Pre-Calculus 30 or Calculus 30, MB: Pre-Calculus 40, ON: Advanced Functions 4U or Calculus & Vectors 4U, NB: Pre-Calculus or Calculus, NS: Pre-Calculus 12 or Calculus 12, PEI: Math 621B or higher, NL: Math 3200 or Math 3201 or Math 3208.

International students will have their files evaluated on a case-by-case basis for advanced credits and exemptions.

Any students applying to any B.B.A. concentration can complete any required mathematics courses while at Bishop's University. There are no mathematics courses prerequisites to apply to any programs in the Williams School of Business. Students who have completed Mathematics 201-NYC (201-105) and 201-NYA (201-103) in CEGEP or the equivalent will receive an exemption for MAT 196 and MAT 191. Additionally, students having completed the Microeconomics and Macroeconomics courses in CEGEP with grade of at least 75% will be exempted from taking ECO 102 Principles of Economics: Microeconomics and ECO 103 Principles of Economics: Macroeconomics. Exempted courses will have to be replaced with any elective courses (Business or Non-Business), if required by the selected program.

Business Programs

	BA	BBA						
MAJOR/ CONCENTRATIONS	Business	Accounting	Business Technology and Analytics	Entrepre- neurship	Finance	Human Resources	Management	Marketing
Core	42	42	42	42	42	42	42	42
Required	0	39	21	21	21	21	21	21
Optional	18	3	21 ³	21 ³	21 ³	21 ³	21 ³	21 ³
Electives¹	60 ²	36	36	36	36	36	36	36
TOTAL	120	120	120	120	120	120	120	120
MINORS	Business Admin. ⁴		Business Technology and Analytics	Entrepre- neurship	Finance	Human Resources	International Business	Marketing
Core	15		9	6	12	9	12	6
Required	0		9	12	9	9	9	9
Optional	9		6	6	3	6	3	9
TOTAL	24³		24³	24³	24³	24³	24³	24³
CERTIFICATE	Business Admin.	¹ Includes Co-op courses (BMG 391, BMG 392 and BMG 393) and Honours. ² The electives that are part of the B.A. Major Business are comprised of at least 42 but no more than 60 Non-Business electives, leaving the possibility of a maximum of 18 Business elective credits. ³ No more than two cognate courses (6 credits) may be counted as part of the optional courses in each concentration and in the total number of credits for each minor. ⁴ The Minor in Business Administration is only available to Non-Business students.						
Core	18							
Optional	12							
TOTAL⁴	30							

WSB PROGRAMS STRUCTURE

- The B.A. Major Business and B.B.A. programs are both 120 credits and all Minors are 24 credits.
- The B.A. Major Business program is comprised of up to 78 but not less than 60 Business credits and at least 42 but no more than 60 Non-Business electives.
- The B.B.A. program is comprised of: 84 Business credits and 36 electives.

1) B.A. MAJOR BUSINESS (120 credits)

MAJBSS

For the business-minded student pursuing a well-diversified liberal education, who wishes to complement a traditional business degree with a major in another discipline.

42 core credits + 0 required credit + 18 optional credits + 60 (at least 42 must be Non-Business) elective credits = 120 credits

<u>Core - 42 credits</u>		<u>Optional - 18 credits</u>	<u>Required – 0 credit</u>
BAC 121	Introduction to Financial Accounting I	ANY BUSINESS COURSE	n/a
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>		
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>		
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>		
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>		
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>		
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>		
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>		
BMG 221	Business Law & Ethics		
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently.)</i> <i>Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>		
BMK 211	Marketing Management		
BMS 231	Operations Management <i>(Prerequisite: BMA 140)</i>		
ECO 102	Principles of Economics: Microeconomics		
ECO 103	Principles of Economics: Macroeconomics		
ILT 100	Information Literacy and Critical Thinking (lab) *		
<p>* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.</p>			

2) B.B.A. (120 credits)

Within the B.B.A. program, the Williams School of Business offers concentration streams in a variety of Business disciplines. Students should consult with the Academic Advisor for course selection advice.

a. B.B.A. ACCOUNTING CONCENTRATION

CONACC

For the business-minded student who takes a focused approach, by acquiring advanced skills and competencies in the area of Accounting.

Knowledge of accounting is fundamental to all disciplines in business. The skills acquired in the program prepare students for positions of leadership in organizations spanning all sectors of the economy including, senior management, strategic government positions, consulting, teaching, auditing and finance. At the Williams School of Business, this stream is accredited by the Order of Certified Professional Accountants of Quebec.

42 core credits + 39 required credits + 3 optional credits + 36 elective credits = 120 credits

Core - 42 credits		Required - 39 credits		Optional - 3 credits	
BAC 121	Introduction to Financial Accounting I	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>	ANY BUSINESS COURSE	
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>	BAC 122	Introduction to Financial Accounting II <i>(Prerequisite: BAC121)</i>	BMG 391	Co-operative Education Placement I <i>(Prerequisite: BMG 191)</i>
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>	BAC 211	Intermediate Financial Accounting I <i>(Prerequisite: BAC 122)</i>	BMG 392	Co-operative Education Placement II <i>(Prerequisite: BMG 391)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140, and ECO 103)</i>	BAC 212	Intermediate Financial Accounting II <i>(Prerequisite: BAC 211)</i>	BMG 393	Co-operative Education Placement III <i>(Prerequisite; BMG 392)</i>
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BAC 311	Advanced Financial Accounting <i>(Prerequisite: BAC 212)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>	BAC 312	Intermediate Managerial Accounting <i>(Prerequisites: BAC 211 and BAC 221)</i>	Please note:	
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>	BAC 322	Management Control <i>(Prerequisite: BAC 312)</i>	<i>Students who were advanced at least 30 credits are advised to take BAC 121 in their first semester; BAC 122 in their second semester; BAC 211 and BAC 331 commencing their 2nd year.</i>	
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>	BAC 331	Taxation I <i>(Prerequisite: BAC 122)</i>	<i>Students having been advanced additional credits are encouraged to consult with the Academic Advisor as soon as they have accepted their offer of admission.</i>	
BMG 221	Business Law & Ethics	BAC 332	Taxation II <i>(Prerequisite: BAC 331)</i>	<i>Students contemplating an accounting designation are advised to consult with the Departmental Chair and the respective associations (territorial, provincial, national or outside Canada) for the specific details of the requirements. Additional courses in a graduate program are required for the CPA designation.</i>	
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>	BAC 340	Auditing Systems and Control <i>(Prerequisite: BAC 122)</i>		
BMK 211	Marketing Management	BAC 341	Auditing: The Process <i>(Prerequisites: BAC 212 and BAC 340)</i>		
BMS 231	Operations Management <i>(Prerequisite: BMA 140)</i>	BFN 203	Corporate Finance <i>(Prerequisite: BFN 200)</i>		
ECO 102	Principles of Economics: Microeconomics	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>		
ECO 103	Principles of Economics: Macroeconomics				
ILT 100	Information Literacy and Critical Thinking (lab) *				

* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.

b. B.B.A. BUSINESS TECHNOLOGY AND ANALYTICS CONCENTRATION**CONBTA**

For the business-minded student who takes a focused approach by acquiring advanced skills and competencies in the area of Business Technology and Analytics.

Organizations increasingly rely on data and sophisticated analytical tools to make effective strategic decisions and thus look not only for technical specialists but for all business professionals with a data-driven mindset that can take an active role in manipulating and analyzing data to improve decision-making. The skills acquired in the program prepare students for positions of leadership in organizations spanning all sectors of the economy.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		Optional - 21 credits	
BAC 121	Introduction to Financial Accounting I	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>	BCS 313	Information Technology Project Management <i>(Prerequisite: BCS 220)</i>	BCS 212	E-Business Technology and Management <i>(Prerequisite: BMK 211)</i>
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>	BCS 320	Business Intelligence and Data Analytics <i>(Prerequisites: (BMA 140 or ESG 261 or PMA 260 or SOC 211) and BCS 220)</i>	BCS 216	Business Information Technology Strategy <i>(Prerequisite: BCS 220)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>	BCS 422	Integrated Enterprise Systems and Business Processes <i>(Prerequisite: BCS 220)</i>	BCS 340	Privacy, Ethics, and Communication in Data Science <i>(Prerequisite: BCS 220)</i>
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BCS 430	Business Applications of Artificial Intelligence <i>(Prerequisite: BCS 220)</i>	BCS 410	Cyber Security Management
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>	BCS 450	Business Technology and Analytics Capstone Project <i>(Prerequisites: BCS 220 and BCS 320)</i> <i>Note: This course can only be taken as part of the last 30 credits</i>	BCS 420	Data Mining for Business Analytics <i>(Prerequisites: BCS 220 and BCS 320)</i>
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>	BMG 323	Interpersonal skills <i>(Prerequisite: BHR 221)</i>
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>			BMG 324	Management of Innovation <i>(Prerequisite: BHR 221)</i>
BMG 221	Business Law & Ethics			BMG 391	Co-operative Education Placement I <i>(Prerequisite: BMG 191)</i>
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently.</i> <i>Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>			BMG 392	Co-operative Education Placement II <i>(Prerequisite: BMG 391)</i>
BMK 211	Marketing Management			BMG 393	Co-operative Education Placement III <i>(Prerequisite: BMG 392)</i>
BMS 231	Operations Management <i>(Prerequisites: BMA 140)</i>			BMG 335	Global Value Chain Analysis <i>(Prerequisite: BMG 215)</i>
ECO 102	Principles of Economics: Microeconomics			BMK 440	Marketing Analytics
ECO 103	Principles of Economics: Macroeconomics			BMS 303	Forecasting Techniques <i>(Prerequisite: BMA 141)</i>
ILT 100	Information Literacy and Critical Thinking (lab) *			CS 201	Foundations of Computer Science
				CS 203	Interactive Web Page Design
				CS 301	Computer Ethics
				SPO 212	Applied Sport Analytics <i>(Prerequisite: SOC 211 or PSY 213 or BMA 140 or PHY 101)</i>

* *Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.*

c. B.B.A. ENTREPRENEURSHIP CONCENTRATION

For the business-minded student who takes a focused approach by acquiring advanced skills and competencies in the area of Entrepreneurship.

This concentration is designed to enable the understanding of the entrepreneurial process of starting, growing and harvesting a new venture. By performing both in-depth comprehension of entrepreneurial process and hands-on assignments, students will learn how the entrepreneurial mind thinks, how a product/market vision is developed, how an opportunity is assessed, and how resources are harnessed to take advantage of that opportunity, throughout the entrepreneurial networks and community.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		BMG 322	Change Management (Prerequisite: BHR 221) <i>Note: It is recommended that students take this course in their last 30 credits.</i>
BAC 121	Introduction to Financial Accounting I	BFN 215	Small Business finance (Prerequisite: BFN 200)	BMG 323	Interpersonal Skills (Prerequisite: BHR 221)
BAC 221	Introduction to Management Accounting (Prerequisite: BAC 121)	BHR 224	Human Resource Management (Prerequisite: BHR 221)	BMG 324	Management of Innovation (Prerequisite: BHR 221)
BCS 220	Management of Information Systems (Prerequisite: BMG 100)	BMG 214	Introduction to Entrepreneurship: New Venture Creation	BMG 335	Global Value Chain Analysis (Prerequisite: BMG 215)
BFN 200	Introduction to Finance (Prerequisites: BAC 121, BMA 140 and ECO 103)	BMK 214	Consumer Behaviour (Prerequisite: BMK 211)	BMG 355	International Entrepreneurship (Prerequisite: BMG 215)
BHR 221	Organizational Behaviour (Prerequisite: BMG 100)	BMK 291	Entrepreneurship Practicum I (Prerequisites: BMG 214, BMK 211 and BMK 214)	BMG 391	Co-operative Education Placement I (Prerequisite: BMG 191)
BMA 140	Statistical Analysis for Business Decisions I (Prerequisite: MAT 190)	BMK 340	Product Strategy and Innovation (Prerequisite: BMK 214)	BMG 392	Co-operative Education Placement II (Prerequisite: BMG 391)
BMG 100	Understanding Business & Society (Corequisite: ILT 100 unless advanced credits received for it)	BMK 392	Entrepreneurship Practicum II (Prerequisite: BMK 291)	BMG 393	Co-operative Education Placement III (Prerequisite: BMG 392)
BMG 215	Introduction to International Business (Prerequisites: BMG 100 and BMK 211)	Optional - 21 credits		BMK 321	Marketing Research (Prerequisites: BMK 214 and BMA 141)
BMG 221	Business Law & Ethics	MAT 196	Finite Mathematics for Business Students (Prerequisite: MAT 190 or equivalent or permission of instructor.)	BMK 323	Marketing Communication (Prerequisite: BMK 214)
BMG 311	Business Policy and Strategic Management (Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. <i>Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.</i>)	MAT 191	Calculus I (Prerequisite: MAT 196 or equivalent or permission of instructor)	BMK 332	Omnichannel Marketing: Distribution Channels in The Digital Age (Prerequisite: BMK 214)
BMK 211	Marketing Management	BMA 141	Statistical Analysis for Business Decisions II (Prerequisite: BMA 140)	BMS 303	Forecasting Techniques (Prerequisite: BMA 141)
BMS 231	Operations Management (Prerequisites: BMA 140)	BAC 122	Introduction to Financial Accounting II (Prerequisite: BAC 121)		
ECO 102	Principles of Economics: Microeconomics	BCS 210	Technology Entrepreneurship (Prerequisite: BCS 220)		
ECO 103	Principles of Economics: Macroeconomics	BCS 212	E-Business Technology and Management (Prerequisite: BMK 211)		
ILT 100	Information Literacy and Critical Thinking (lab)*	BFN 341	Corporate Governance & Sustainability (Prerequisites: (BFN 203 and BFN 210) or BFN 215)		
		BHR 326	Personnel Recruitment and Selection (Prerequisites: BHR 224 and (BMA 140 or PMA 260))		
		BHR 328	Occupational Health, Safety & Wellness (Prerequisite: BHR 221)		

* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.

d. B.B.A. FINANCE CONCENTRATION**CONBFI**

For the business-minded student who takes a focused approach by acquiring advanced skills and competencies in the area of Finance.

The curriculum is designed to provide students with broad exposure to all dimensions of finance. Students will learn professional skills and acquire technical and analytical competence to pursue challenging careers in corporate finance, portfolio management, and securities research. In addition to a thorough understanding of the principles of financial management, students will be exposed to both theoretical and practical aspects of investment management, capital budgeting, capital formation, and risk hedging. Opportunities to explore current topics and apply practical solutions to current theory are also provided. When following a prescribed sequence of courses, students are qualified to write the first level C.F.A. (Chartered Financial Analyst) exam immediately upon graduation. Students can also compete in their last two years of studies for managerial positions within the SEED Portfolio.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		Optional - 21 credits	
BAC 121	Introduction to Financial Accounting I	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor)</i>	BFN 301	Capital Budgeting <i>(Prerequisites: BFN 203)</i>
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>			BFN 306	Behavioural Finance <i>(Prerequisites: BFN 203 and BFN 210)</i>
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>	BFN 315	Derivatives <i>(Prerequisite: BFN 203, BFN 210 and MAT 191)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>	BFN 335	Topics in Finance I <i>(Prerequisites: BFN 203 and BFN 210)</i>
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BAC 122	Introduction to Financial Accounting II <i>(Prerequisite: BAC 121)</i>	BFN 336	Topics in Finance II <i>(Prerequisites: BFN 203 and BFN 210)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>	BFN 203	Corporate Finance <i>(Prerequisite: BFN 200)</i>	BFN 341	Corporate Governance & Sustainability <i>(Prerequisites: (BFN 203 and BFN 210) or BFN 215)</i>
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>	BFN 210	Capital Markets <i>(Prerequisite: BFN 200)</i>	BFN 353	Financial Institutions Management <i>(Prerequisites: BFN 203 and BFN 210)</i>
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>	BFN 352	Investment analysis <i>(Prerequisites: BFN 203 and BFN 210)</i>	BFN 356	SEED Portfolio (6 credits) <i>(Prerequisite: Permission of instructor.)</i>
BMG 221	Business Law & Ethics			BFN 361	International Finance <i>(Prerequisite: BFN 200)</i>
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>			BMG 391	Co-operative Education Placement I <i>(Prerequisite: BMG 191)</i>
BMK 211	Marketing Management			BMG 392	Co-operative Education Placement II <i>(Prerequisite: BMG 391)</i>
BMS 231	Operations Management <i>(Prerequisites: BMA 140)</i>			BMG 393	Co-operative Education Placement III <i>(Prerequisite: BMG 392)</i>
ECO 102	Principles of Economics: Microeconomics			BMS 303	Forecasting Techniques <i>(Prerequisite: BMA 141)</i>
ECO 103	Principles of Economics: Macroeconomics			EMA 261	Econometrics I <i>(Prerequisites: ECO 102, ECO 03 and BMA 141)</i>
ILT 100	Information Literacy and Critical Thinking (lab) *			EMA 361	Econometrics II <i>(Prerequisites: EMA 261, ECO 208 and ECO 212)</i>
				ECO 322	Real Estate Economics <i>(Prerequisite: ECO 102)</i>
				POL 346	Politics of Global Finance

* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.

e. B.B.A. HUMAN RESOURCES CONCENTRATION*(intended availability Fall 2024)*

For the business-minded student who takes a focused approach by acquiring advanced skills and competencies in the area of Human Resources.

There is growing recognition that the quality of an organization's human resources plays a strategic role in an ever-changing business environment. With organizations facing the need for continuous change in a competitive environment they must, more than ever, begin to rely on the knowledge, skills and abilities of their workforce to confront such challenges. Through courses such as Compensation Management, Human Resource Management, Industrial Relations, Training and Development, Occupational Health and Safety and Organizational Behaviour, students will learn how to ensure that the Human Resource goals of attracting, developing and maintaining a competitive workforce are accomplished. Students completing this concentration stream may want to discuss with faculty the course options for certification as a Human Resource professional.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		Optional - 21 credits	
BAC 121	Introduction to Financial Accounting I	BHR 224	Human Resource Management <i>(Prerequisite: BHR 221)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>	BHR 313	Compensation Management <i>(Prerequisite: BHR 224)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>	BHR 315	Training and Development <i>(Prerequisite: BHR 224)</i>	BHR 312	Labour Relations <i>(Prerequisite: BHR 224 or POL 214)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>	BHR 316	Organizational Conflict and Negotiations <i>(Prerequisite: BHR 221)</i>	BHR 325	Topics in Human Resource Management <i>(Prerequisite: BHR 224)</i>
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BHR 326	Personnel Recruitment and Selection <i>(Prerequisites: BHR 224 and BMA 140 or PMA 260)</i>	BHR 334	Administrating the Collective Agreement <i>(Prerequisite: BHR 224 or POL 214)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>	BHR 328	Occupational Health, Safety & Wellness <i>(Prerequisite: BHR 221)</i>	BMG 322	Change Management <i>(Prerequisite: BHR 221)</i> <i>Note: It is recommended that students take this course in their last 30 credits.</i>
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>	BHR 333	Employment Law <i>(Prerequisite: BHR 224)</i>	BMG 323	Interpersonal Skills <i>(Prerequisite: BHR 221)</i>
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>			BMG 325	Leadership in a Multicultural World <i>(Prerequisite: BHR 221)</i>
BMG 221	Business Law & Ethics			BMG 391	Co-operative Education Placement I <i>(Prerequisite: BMG 191)</i>
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>			BMG 392	Co-operative Education Placement II <i>(Prerequisite: BMG 391)</i>
BMK 211	Marketing Management			BMG 393	Co-operative Education Placement III <i>(Prerequisite: BMG 392)</i>
BMS 231	Operations Management <i>(Prerequisites: BMA 140)</i>			PSY 101	Introduction to Psychology I: Basic Processes
ECO 102	Principles of Economics: Microeconomics			PSY 102	Introduction to Psychology II : Human Interactions
ECO 103	Principles of Economics: Macroeconomics			PSY 214	Community Psychology <i>(Prerequisites: PSY 101 and PSY 102)</i>
ILT 100	Information Literacy and Critical Thinking (lab)*			SOC 100	Sociological Imagination
				SOC 129	Sex & Gender
				SOC 298	Social Problems

* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.

f. B.B.A. MANAGEMENT CONCENTRATION**CONBMG**

For the business-minded student who takes a balanced approach by acquiring a diversified portfolio of skills and competencies in several areas of business.

Students electing to complete the Management Concentration are interested in inspiring people, leading organizations and creating wealth in socially in sustainable ways. Management is a broad subject area, so students are given flexibility to tailor this Concentration to their interests.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		Optional - 21 credits	
BAC 121	Introduction to Financial Accounting I	BCS216	Business Information Technology Strategy <i>(Prerequisite: BCS220)</i>	ANY BUSINESS COURSE	
BAC 221	Introduction to Management Accounting <i>(Prerequisite: BAC 121)</i>	BHR 224	Human Resource Management <i>(Prerequisite: BHR 221)</i>	BMG 391	Co-operative Education Placement I <i>(Prerequisite: BMG 191)</i>
BCS 220	Management of Information Systems <i>(Prerequisite: BMG 100)</i>	BMG 214	Introduction to Entrepreneurship: New Venture Creation	BMG 392	Co-operative Education Placement II <i>(Prerequisite: BMG 391)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>	BMG 323	Interpersonal Skills <i>(Prerequisite: BHR 221)</i>	BMG 393	Co-operative Education Placement III <i>(Prerequisite: BMG 392)</i>
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BMG 325	Leadership in a Multicultural World <i>(Prerequisite: BHR 221)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190)</i>	BMK 214	Consumer Behaviour <i>(Prerequisite: BMK 211)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
BMG 100	Understanding Business & Society <i>(Corequisite: ILT 100 unless advanced credits received for it)</i>	BMK 340	Product Strategy and Innovation <i>(Prerequisite: BMK 214)</i>		
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>				
BMG 221	Business Law & Ethics				
BMG 311	Business Policy and Strategic Management <i>(Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)</i>				
BMK 211	Marketing Management				
BMS 231	Operations Management <i>(Prerequisites: BMA 140)</i>				
ECO 102	Principles of Economics: Microeconomics				
ECO 103	Principles of Economics: Macroeconomics				
ILT 100	Information Literacy and Critical Thinking (lab)*				
* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.					

g. B.B.A. MARKETING CONCENTRATION

For the business-minded student who takes a focused approach by acquiring advanced skills and competencies in the area of Marketing.

The Marketing concentration aims to build the skills that students need for an exciting career in marketing. We combine academic instruction and hands-on experience to build important intellectual and professional tools that ignite students' ingenuity and communication skills. We expose students to cutting-edge marketing techniques, encourage their creativity and develop their critical thinking, analytical, strategic and leadership skills. Our approach to learning and teaching is reflective, experiential, and engaging, led by experienced faculty who demonstrate mastery in their professions, so that students will receive:

- Practical opportunities working with area industry on real projects;
- The skills and opportunity to create a launch-ready business of their own;
- Development of high demand business skills and abilities.

42 core credits + 21 required credits + 21 optional credits (maximum of 6 cognate credits) + 36 elective credits = 120 credits

Core - 42 credits		Required - 21 credits		Optional - 21 credits	
BAC 121	Introduction to Financial Accounting I	MAT 196	Finite Mathematics for Business Students (Prerequisite: MAT 190 or equivalent or permission of instructor.)	MAT 191	Calculus I (Prerequisite: MAT 196 or equivalent or permission of instructor)
BAC 221	Introduction to Management Accounting (Prerequisite: BAC 121)	BMA 141	Statistical Analysis for Business Decisions II (Prerequisite: BMA 140)	BCS 320	Business Intelligence and Data Analytics (Prerequisite: BMA 140 or SOC 211 or PSY 213 or PHY 101)
BCS 220	Management of Information Systems (Prerequisite: BMG 100)	BMK 214	Consumer Behaviour (Prerequisite: BMK 211)	BMG 323	Interpersonal skills (Prerequisite: BHR 221)
BFN 200	Introduction to Finance (Prerequisites: BAC 121, BMA 140 and ECO 103)	BMK 321	Marketing Research (Prerequisites: BMK 214 and BMA 141)	BMG 345	International Marketing (Prerequisite: BMG 215)
BHR 221	Organizational Behaviour (Prerequisite: BMG 100)	BMK 332	Omnichannel Marketing: Distribution Channels in The Digital Age (Prerequisite: BMK 214)	BMG 391	Co-operative Education Placement I (Prerequisite: BMG 191)
BMA 140	Statistical Analysis for Business Decisions I (Prerequisite: MAT 190)	BMK 340	Product Strategy and Innovation (Prerequisite: BMK 214)	BMG 392	Co-operative Education Placement II (Prerequisite: BMG 391)
BMG 100	Understanding Business & Society (Corequisite: ILT 100 unless advanced credits received for it)	BMK 381	Marketing Policies (Prerequisite: BMK 214)	BMG 393	Co-operative Education Placement III (Prerequisite: BMG 392)
BMG 215	Introduction to International Business (Prerequisites: BMG 100 and BMK 211)			BMK 291	Entrepreneurship Practicum I (Prerequisites: BMG 214, BMK 211 and BMK 214)
BMG 221	Business Law & Ethics			BMK 323	Marketing Communication (Prerequisite: BMK 214)
BMG 311	Business Policy and Strategic Management (Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently. Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.)			BMK 344	Branding and Brand Management (Prerequisites: BMK 211 and BMK 214)
BMK 211	Marketing Management			BMK 354	Digital Marketing (Prerequisites: BMK 211 and BMK 214)
BMS 231	Operations Management (Prerequisites: BMA 140)			BMK 350	Marketing Strategies for Environment Sustainability (Prerequisite: BMK 214)
ECO 102	Principles of Economics: Microeconomics			BMK 355	Happiness Marketing (Prerequisite: BMK 214)
ECO 103	Principles of Economics: Macroeconomics			BMK 362	Sports Marketing (Prerequisite: BMK 211)
ILT 100	Information Literacy and Critical Thinking (lab)*			BMK 371	Industrial Marketing Strategy (Prerequisite: BMK 214)
				BMK 392	Entrepreneurship Practicum II (Prerequisite: BMK 291)
				BMK 440	Marketing Analytics (Prerequisite: BMK 211)

* Mandatory 1-credit lab course for all B.A. Major Business and B.B.A. students. This lab course cannot be used as a lecture course credit.

3) MINORS

a. BUSINESS ADMINISTRATION MINOR

MINBSS

For the *Non-Business student in good University Academic Standing* only who wishes to add a portfolio of basic business skills and competencies to a major in sciences, social sciences, or humanities

15 core credits + 0 required credit + 9 optional credits = 24 credits

<u>Core - 15 credits</u>		<u>Required - 0 credits</u>	<u>Optional - 9 credits</u>
BAC 121	Introduction to Financial Accounting I	n/a	ANY BUSINESS COURSE
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>		
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190) or equivalent approved by the Departmental Chair</i>		
BMG 100	Understanding Business & Society		
BMK 211	Marketing Management		

b. BUSINESS TECHNOLOGY AND ANALYTICS MINOR

MINBTA

For the **Business student** who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of Business Technology and Analytics; or the **Non-Business student in good University Academic Standing** who wishes to add a portfolio of basic business skills and competencies in Business Technology and Analytics to a major in sciences, social sciences, or humanities.

9 core credits + 9 required credits + 6 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 9 credits		Required - 9 credits		Optional - 6 credits	
BMG 100	Understanding Business and Society	BCS 313	Information Technology Project Management (Prerequisite: BCS220)	MAT 196	Finite Mathematics for Business Students (Prerequisite: MAT 190 or equivalent or permission of instructor.)
BCS 220	Management of Information Systems (Prerequisite: BMG100)	BCS 320	Business Intelligence and Data Analytics (Prerequisite: BMA 140 or SOC 211 or PSY 213 or PHY 101)	MAT 191	Calculus I (Prerequisite: MAT 196 or equivalent or permission of instructor)
BMA 140	Statistical Analysis for Business Decisions I (Prerequisite: MAT 190) or equivalent approved by the Departmental Chair	BCS 422	Integrated Enterprise Systems and Business Processes (Prerequisite: BCS 220)	BMA 141	Statistical Analysis for Business Decisions II (Prerequisite: BMA 140)
				BCS 210	Technology Entrepreneurship (Prerequisite: BCS 220)
				BCS 212	E-Business Technology and Management (Prerequisite: BMK 211)
				BCS 216	Business Information Technology Strategy (Prerequisite: BCS 220)
				BCS 340	Privacy, Ethics, and Communication in Data Science (Prerequisite: BCS 220)
				BCS 420	Data Mining for Business Analytics (Prerequisites: BCS 220 and BCS 320)
				BCS 430	Business Applications of Artificial Intelligence (Prerequisite: BCS 220)
				BCS 450	Business Technology and Analytics Capstone Project (Prerequisites: BCS 220 and BCS 320) Note: This course can only be taken as part of the last 30 credits
				BMG 323	Interpersonal skills (Prerequisite: BHR 221)
				BMG 324	Management of Innovation (Prerequisite: BHR 221)
				BMG 335	Global Value Chain Analysis (Prerequisite: BMG 215)
				BMS 303	Forecasting Techniques (Prerequisite: BMA 141)
				CS 301	Computer Ethics
				SPO 212	Applied Sport Analytics (Prerequisite: SOC 211 or PSY 213 or BMA 140 or PHY 101)

c. ENTREPRENEURSHIP MINOR**MINENT**

For the *Business student* who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of Entrepreneurship; or the *Non-Business student in good University Academic Standing* who wishes to add a portfolio of basic business skills and competencies in Entrepreneurship to a major in sciences, social sciences, or humanities.

6 core credits + 12 required credits + 6 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 6 credits		Required - 12 credits		Optional - 6 credits	
BMG 100	Understanding Business and Society	BMG 214	Introduction to Entrepreneurship: New Venture Creation	ANY BUSINESS COURSE	
BMK 211	Marketing Management	BMK 214	Consumer Behaviour (Prerequisite: BMK 211)	MAT 196	Finite Mathematics for Business Students (Prerequisite: MAT 190 or equivalent or permission of instructor)
		BMK 291	Entrepreneurship Practicum I (Prerequisites: BMG 214, BMK 211 and BMK 214)	MAT 191	Calculus I (Prerequisite: MAT 196 or equivalent or permission of instructor)
		BMK 392	Entrepreneurship Practicum II (Prerequisite: BMK 291)		

d. FINANCE MINOR

For the **Business student** who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of Finance; or the **Non-Business student in good University Academic Standing** who wishes to add a portfolio of basic business skills and competencies in Finance to a major in sciences, social sciences, or humanities.

12 core credits + 9 required credits + 3 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 12 credits		Required - 9 credits		Optional - 3 credits	
BAC 121	Introduction to Financial Accounting I	BAC 122	Introduction to Financial Accounting II <i>(Prerequisite: BAC 121)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BFN 200	Introduction to Finance <i>(Prerequisites: BAC 121, BMA 140 and ECO 103)</i>	BFN 203	Corporate Finance <i>(Prerequisite: BFN 200)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190) or equivalent approved by the Departmental Chair</i>	BFN 210	Capital Markets <i>(Prerequisite: BFN 200)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>
ECO 103	Principles of Economics: Macroeconomics			BFN 301	Capital Budgeting <i>(Prerequisites: BFN 203)</i>
				BFN 306	Behavioural Finance <i>(Prerequisites: BFN 203 and BFN 210)</i>
				BFN 315	Derivatives <i>(Prerequisite: BFN 203, BFN 210 and MAT 197)</i>
				BFN 335	Topics in Finance I <i>(Prerequisites: BFN 203 and BFN 210)</i>
				BFN 336	Topics in Finance II <i>(Prerequisites: BFN 203 and BFN 210)</i>
				BFN 341	Corporate Governance & Sustainability <i>(Prerequisites: (BFN 203 and BFN 210) or BFN 215)</i>
				BFN 352	Investment analysis <i>(Prerequisites: BFN 203 and BFN 210)</i>
				BFN 353	Financial Institutions Management <i>(Prerequisites: BFN 203 and BFN 210)</i>
				BFN 356	SEED Portfolio (6 credits) <i>(Prerequisite: Permission of instructor.)</i>
				BFN 361	International Finance <i>(Prerequisite: BFN 200)</i>
				BMS 303	Forecasting Techniques <i>(Prerequisite: BMA 141)</i>
				EMA 261	Econometrics I <i>(Prerequisites: ECO 102, ECO 103 and BMA 141)</i>
				EMA 361	Econometrics II <i>(Prerequisites: EMA 261, ECO 208 and ECO 212)</i>
				ECO 322	Real Estate Economics <i>(Prerequisite: ECO 102)</i>
				POL 346	Politics of Global Finance

e. HUMAN RESSOURCES MINOR**MINHRM**

For the **Business student** who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of Human Resources; or the **Non-Business student in good University Academic Standing** who wishes to add a portfolio of basic business skills and competencies in Human Resources to a major in sciences, social sciences, or humanities.

9 core credits + 9 required credits + 9 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 9 credits		Required - 9 credits		Optional - 6 credits	
BHR 221	Organizational Behaviour <i>(Prerequisite: BMG 100)</i>	BHR 224	Human Resource Management <i>(Prerequisite: BHR 221)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190) or equivalent approved by the Departmental Chair</i>	BHR 315	Training and Development <i>(Prerequisite: BHR 224)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>
BMG 100	Understanding Business and Society	BHR 333	Employment Law <i>(Prerequisite: BHR 224)</i>	BHR 312	Labour Relations <i>(Prerequisite: BHR 224 or POL 214)</i>
				BHR 313	Compensation Management <i>(Prerequisite: BHR 224)</i>
				BHR 316	Organizational Conflict and Negotiations <i>(Prerequisite: BHR 221)</i>
				BHR 325	Topics in HR Management <i>(Prerequisite: BHR 224)</i>
				BHR 326	Personnel Recruitment and Selection <i>(Prerequisites: BHR 224 and (BMA 140 or PMA 60))</i>
				BHR 328	Occupational Health, Safety & Wellness <i>(Prerequisite: BHR 221)</i>
				BHR 334	Administrating the Collective Agreement <i>(Prerequisite: BHR 224 or POL 214)</i>
				BMG 322	Change Management <i>(Prerequisite: BHR 221)</i> <i>Note: It is recommended that students take this course in their last 30 credits.</i>
				BMG 323	Interpersonal Skills <i>(Prerequisite: BHR 221)</i>
				BMG 325	Leadership in a Multicultural World <i>(Prerequisite: BHR 221)</i>
				PSY 101	Introduction to Psychology I: Basic Processes
				PSY 102	Introduction to Psychology II: Human Interactions
				PSY 214	Community Psychology <i>(Prerequisites: PSY 101 and PSY 102)</i>
				SOC 100	Sociological Imagination
				SOC 129	Sex & Gender
				SOC 298	Social Problems

f. INTERNATIONAL BUSINESS MINOR**MINBIN**

For the **Business student** who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of International Business; or the **Non-Business student in good University Academic Standing** who wishes to add a portfolio of basic business skills and competencies in International Business to a major in sciences, social sciences, or humanities.

12 core credits + 9 required credits + 3 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 12 credits		Required - 9 credits		Optional - 3 credits	
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190) or equivalent approved by the Departmental Chair</i>	BMG 315	International Management <i>(Prerequisite: BMG 215)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BMG 100	Understanding Business and Society	BMG 345	International Marketing and Export Management <i>(Prerequisite: BMG 215)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
BMG 215	Introduction to International Business <i>(Prerequisites: BMG 100 and BMK 211)</i>	BMG 355	International Entrepreneurship <i>(Prerequisite: BMG 215)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>
BMK 211	Marketing Management			BFN 361	International Finance <i>(Prerequisite: BFN 200)</i>
				BMG 325	Leadership in a Multicultural World <i>(Prerequisite: BHR 221)</i>
				BMG 335	Global Value Chain Analysis <i>(Prerequisite: BMG 215)</i>
				BMS 303	Forecasting Techniques <i>(Prerequisite: BMA 141)</i>
				ECO 102	Principles of Economics: Microeconomics
				ECO 103	Principles of Economics: Macroeconomics
				ECO 217	International Economics <i>(Prerequisites: ECO 102 and ECO 103)</i>
				ECO 225	Economic Development II: Macroeconomics and Policy Issues <i>(Prerequisites: ECO 102 and ECO 103)</i>
				GER 101	Introductory German Language I
				CHI 101	Introduction to Modern Chinese I
				CHI 102	Introduction to Modern Chinese II
				JSE 101	Introduction to Japanese Language I
				POL 140	Introduction to International Relations
				POL 346	Politics of Global Finance
				SOC 296	Globalization and Culture
				SPA 101	Spanish Language I

g. MARKETING MINOR**MINMKT**

For the **Business student** who wishes to complement advanced skills and competencies in one area of business with skills and competencies in the area of Marketing; or the **Non-Business student in good University Academic Standing** who wishes to add a portfolio of basic business skills and competencies in Marketing to a major in sciences, social sciences, or humanities.

6 core credits + 9 required credits + 9 optional credits = 24 credits (maximum of 6 cognate credits)

Core - 6 credits		Required - 9 credits		Optional - 9 credits	
BMA 140	Statistical Analysis for Business Decisions I <i>(Prerequisite: MAT 190) or equivalent approved by the Departmental Chair</i>	BMK 214	Consumer Behaviour <i>(Prerequisite: BMK 211)</i>	MAT 196	Finite Mathematics for Business Students <i>(Prerequisite: MAT 190 or equivalent or permission of instructor.)</i>
BMK 211	Marketing Management	BMK 332	Omnichannel Marketing: Distribution Channels in The Digital Age <i>(Prerequisite: BMK 214)</i>	MAT 191	Calculus I <i>(Prerequisite: MAT 196 or equivalent or permission of instructor)</i>
		BMK 381	Marketing Policies <i>(Prerequisite: BMK 214)</i>	BMA 141	Statistical Analysis for Business Decisions II <i>(Prerequisite: BMA 140)</i>
				BCS 320	Business Intelligence and Data Analytics <i>(Prerequisite: BMA 140 or SOC 211 or PSY 213 or PHY 101)</i>
				BMG 323	Interpersonal skills <i>(Prerequisite: BHR 221)</i>
				BMG 345	International Marketing <i>(Prerequisite: BMG 215)</i>
				BMK 291	Entrepreneurship Practicum I <i>(Prerequisites: BMG 214, BMK 211 and BMK 214)</i>
				BMK 321	Marketing Research <i>(Prerequisites: BMK 214 and BMA 141)</i>
				BMK 323	Marketing Communication <i>(Prerequisite: BMK 214)</i>
				BMK 354	Digital Marketing <i>(Prerequisites: BMK 211 and BMK 214)</i>
				BMK 340	Product Strategy and Innovation <i>(Prerequisite: BMK 214)</i>
				BMK 350	Marketing Strategies for Environment Sustainability <i>(Prerequisite: BMK 214)</i>
				BMK 355	Happiness Marketing <i>(Prerequisite: BMK 214)</i>
				BMK 362	Sports Marketing <i>(Prerequisite: BMK 211)</i>
				BMK 371	Industrial Marketing Strategy <i>(Prerequisite: BMK 214)</i>
				BMK 392	Entrepreneurship Practicum II <i>(Prerequisite: BMK 291)</i>

4) Co-operative Education Program PROCOP

(Application required)

The Co-operative Education Program combines a student's academic program with integrated paid work experiences through work terms and regular academic sessions. The work terms are designed to present the students with the opportunity to blend theory and practice and to gain relevant work experience.

Each co-operative work term is a minimum of 420 hours (generally between 12 and 16 weeks in length) and the student will be registered in a 3-credit Co-operative Placement course (BMG 391, BMG 392 and BMG 393). All work terms must be completed before the student's final academic semester. While every effort will be made to help find a suitable placement for students in the program, no guarantee of placement can be made since the employment process is competitive and subject to market conditions.

Co-operative Education Program Courses

3 or 4 courses

BMG 191	Fundamentals of Workplace Preparation and Professional Development	(1 credit)*
BMG 391	Co-operative Education Placement I	(3 credits)
BMG 392	Co-operative Education Placement II	(3 credits)
BMG 393	Co-operative Education Placement III	3 credits)**

**This course must be successfully completed before doing the first work placement and is not included in the calculation of the cumulative average, nor the total credits required for graduation.*

*** Students who were advanced at least 30 credits can complete 2 or 3 work placements to graduate with the Co-operative Education Program Designation. Students who were advanced less than 30 credits are required to complete a third work placement to graduate with the Co-operative Education Program Designation.*

All courses will be considered electives and will count towards the 120-credit program, except for BMG 191.

Admission to the Co-operative Education Program

Students must submit an on-line application or contact the Co-op Office to be considered in the program. Full-time students in the Honours B.B.A., B.B.A. or B.A. Business Major programs who have successfully completed BMG 191 and who have a minimum cumulative average of 70% upon application are eligible for admission to the Co-operative Education Program. Students receiving advanced credits will be evaluated on a case-by-case basis. Students who are in their first year of studies will be given admission priority. All other students will be evaluated on a case-by-case basis.

A student is then required to maintain a minimum cumulative average of 70% and its full-time status in order to be eligible to remain in the Co-operative Education Program and to participate in any of the program's activities. Please consult the Co-operative Education section on the Bishop's University website for important dates, deadlines and updates at www.ubishops.ca/coop.

Work Term Registration

Once a student has signed the Co-operative Education Agreement, the student may not drop the course associated with work placement, except for exceptional circumstances. A student who decides to do so will not be able to stay in the Co-operative Education Program.

Evaluation

Each Co-operative Education course is graded on a pass/fail basis and this grade is not included in the student's cumulative average.

The evaluation is the responsibility of the Department Chair. Successful completion of the work term is based upon the receipt of satisfactory job performance reports from the employer and a satisfactory final reflective work term report and self-evaluation submitted by the student.

The job performance report will be completed by the employer, using guidelines supplied by the Williams School of Business. It is the student's responsibility to ensure that the employer sends the completed evaluation to the Co-op Advisor supervising the placement. Employer evaluations are confidential and are not reported on the student's transcript.

The work term report covers the comprehensive analysis of competencies acquired during the work placement. An outline of relevant competencies will be provided to students.

Normal academic regulations apply to the conduct and evaluation of the courses, as well as respect of deadlines for submission of all documents.

5) Honours B.B.A.

(120 credits)

BBH + Concentration

The Honours program offers students the opportunity to complete a thesis project under the guidance and supervision of one or more faculty members from the WSB.

Students will select a topic in collaboration with a professor in their concentration area and will enroll in two courses over two terms to complete the project (BMG 352 in fall and winter for a total of 6 credits). Honours credits count as Business optional courses and can also be applied toward the 120-credit B.B.A. program, depending on the student's individual academic pathway. In addition to the project, students must fulfill all the requirements of their regular B.B.A. degree program.

The Honours program is particularly well-suited for students intending to pursue graduate studies.

To qualify for an Honours B.B.A. degree, candidates must:

1. Have a cumulative average of 75% in their current program;
2. Apply for entrance into the Honours program in the term prior to their last 30 credits of their current program;
3. Complete BMG352 (Honours Project, 6 credits) with a minimum grade of 75%;
4. Obtain a cumulative average of 75% upon graduation

Students interested in pursuing the Honours program should consult with the Academic Advisor or the Departmental Chair.

6) Certificate in Business Administration

(30 credits)

CONBUS

This certificate may be completed on a full-time or a part-time basis.

Description and objectives:

The Certificate in Business Administration provides an academic background in Business Administration to students who are pursuing or wishing to pursue a career in management in the private or public sectors. The Certificate program presents a broad survey of underlying disciplines and an introduction to the functional areas in Business Administration, both theoretical and practical.

Admission requirements: (*See Regulations governing Certificate programs*).

The Certificate in Business Administration requires the completion of the following courses:

BAC 121 Introduction to Financial Accounting I

BMG 100 Understanding Business and Society

BMA 140

Statistical Analysis for Business Decisions I

(requires MAT 190)

BFN 200 Introduction to Finance

(requires BAC 121, BMA 140 and ECO 103)

BMK 211 Marketing Management

ECO 103 Principles of Economics: Macroeconomics

Plus 12 credits of Business electives

7) Joint Programs

1. **B.A. Major in Arts Administration** – see the Faculty of Humanities section of the calendar for program requirements.

The 75-credit interdisciplinary program combines the study of business, the creative arts, public culture and arts administration to provide students with the skills and knowledge needed to participate in the business and organizational areas of the cultural sector.

2. **B.A. Major in Information Technology** – see the Computer Science section of the calendar for program requirements.

This program provides the necessary skills and knowledge to work/design/participate within organizations that manage large amounts of data and provide services to a large number of users.

3. **B.A. Major in Sports Studies** — see the Sports Studies section of the calendar for program requirements.

This program exposes students to the social, biological, political, business and economic aspects of sport in society.

Regulations Applying to All Business Programs

1. Exemptions

Students who have been granted exemptions for any course must replace them with any elective courses (Business or Non-Business), if required by their program.

Students are advised to consult with the Academic Advisor or Department Chair prior to course selection.

2. Double counting policy

A maximum of 9 credits (3 courses) can be double counted towards multiple WSB Honours, Concentrations, Majors and Minors programs, including joint programs. Should there be more than 3 courses that overlap between programs, these courses will need to be replaced with other courses offered in the same program. In the case of a Major/Concentration and a Minor where there are more than 3 courses that overlap, the additional courses (4th, 5th, etc.) will need to be replaced with other courses offered in the Minor program.

3. Double Failure Rule

Any student who twice receives a failing grade in a course offered by the Business Department or in ECO 102, ECO 103, MAT 190, MAT 196, MAT 191 or MAT 197 will not be permitted to repeat the course again. If this is a required course to graduate with any

business programs, the student will not be eligible to graduate with that program. This regulation also applies to students in non-business programs where a business course is required to complete their degree. Receiving twice a failing grade in a course precludes a student from later receiving transfer credits for this course.

4. Transfers

a. Between Business programs

Students in the B.B.A. or B.A. Major Business can transfer between the two programs at any time upon request.

b. From other Bishop's programs

To be eligible to transfer into either the B.B.A./B.A. Major Business or Certificate in Business from a non-business program, a student must have successfully completed at least 24 credits at Bishop's and have achieved a minimum cumulative average of 75% based on all courses attempted. Students may also be required to meet with the Dean of Business for an interview. The number of student transfers is determined based on final enrolment figures and the quota for the School's maximum enrolment. Deadline to apply is May 31 for the Fall semester and October 1 for the Winter semester. This regulation also applies to part-time general interest students.

To be considered for entry into any of the Business minors, students must be in good University Academic Standing.

5. WSB Academic Standing

Notwithstanding the University regulations on Academic Standing, the Williams School of Business has its own regulations on maintenance of good standing. Students with a cumulative average of 60% or more are in good standing in the B.B.A. and B.A. Major Business.

After 24 credits attempted, students with a cumulative average less than 50% must withdraw from their program. Those with a cumulative average between 50% and 59% will be permitted to remain in the Williams School of Business for one semester in which they must improve their cumulative average to at least 60%. Students who do not achieve good standing will not be eligible to continue in the B.B.A. or B.A. Major Business programs at Bishop's University, nor will they be eligible to later transfer back into these programs.

Students who fail to maintain the WSB Academic Standing in Business will be required to make a choice of an alternate degree program by the end of two consecutive semesters following their dismissal from the Business program. Should they fail to do so, or fail to be accepted into an alternate program, they will not be permitted to register as a full-time student in the next semester.

Students in the Certificate in Business Administration must meet the Academic Standing criteria for part-time students as outlined in the Academic Calendar and must also fulfill the requirements for maintaining the WSB Academic Standing.

6. Graduation "With Distinction" or "With High Distinction"

Students completing their first undergraduate degree may be awarded the designation "With Distinction" or "With High Distinction." For the complete regulations, please refer to page 33 of the Academic Calendar.

7. Additional Graduation Requirement (B.B.A. and B.A. Major Business)

A student must have a minimum cumulative average of 60% in all courses taken in order to graduate with a B.B.A./B.A. Major Business or Certificate in Business. Calculation of this average will employ the same methodology as in the “WSB Academic Standing” section.

8. International Student Exchanges

Students need a minimum cumulative average of 70% to qualify to apply to go on exchange and must maintain a minimum cumulative average of 70% in the semester prior to leaving on exchange to remain eligible to go on exchange. Students are invited to consult with the WSB Academic Advisor and obtain the Departmental Chair Approval prior to registering for any course outside of the Williams School of Business. Students should also consult with the International Exchange Office for more important academic information concerning exchanges and course equivalencies approval.

BUSINESS COURSES

BAC 121 Introduction to Financial Accounting I 3-3-0

The study of accounting and its role in the analysis and communication of financial events. The information provided by accounting, particularly through the financial statements, and issues associated with existing accounting processes will be explored.

BAC 122 Introduction to Financial Accounting II 3-3-0

An examination of the measuring, recording and reporting of financial information with reference to specific items in the financial statements.

Prerequisite: BAC 121

BAC 211 Intermediate Financial Accounting I 3-3-0

Further development of accounting principles. Particular emphasis is placed on an in-depth evaluation of financial statement presentations in Canada.

Prerequisite: BAC 122

BAC 212 Intermediate Financial Accounting II 3-3-0

An in-depth consideration of specific accounting topics (e.g. accounting for income taxes, partnership accounting, current value accounting). Current practices and the relevant CICA recommendations will be reviewed in terms of theoretical concepts and principles.

Prerequisite: BAC 211

BAC 221 Introduction to Management Accounting 3-3-0

This course is an introduction to the tools of accounting information for management decision making. Topics include comparison of financial and managerial accountants, job order costing, process costing, cost behaviour, cost-volume relationships, activity based costing, budgeting, standard costs and reporting for control.

Prerequisite: BAC 121

BAC 311 Advanced Financial Accounting 3-3-0

A study of accounting theory and application related to the following topics — business combinations, long-term intercorporate investments, branch accounting, non-profit accounting, and foreign exchange. Emphasis is on accounting principles currently accepted in Canada.

Prerequisite: BAC 212

BAC 312 Intermediate Managerial Accounting 3-3-0

This is the second course in managerial accounting which covers new topics such as balanced scorecards, limitations of reporting for control, non-financial measurements and outsourcing. Furthermore, application of the various techniques learned in BAC221 will be applied.

Prerequisites: BAC 211 and BAC 221

BAC 322 Management Control 3-3-0

Written and oral analysis of management control problems. Topics include decision models, performance evaluation and decentralization. This course also applies theories from other accounting courses into practice via case analysis.

Prerequisite: BAC 312

BAC 331 Taxation I 3-3-0

Introduction to income tax law in Canada with primary emphasis on the determination of the tax liability of individuals in receipt of various sources of income. Topics include Residence, Tax Status, Capital Cost Allowances, Capital Gains, Property Income and Tax Credits. Issues such as the equity fairness and complexity of the tax system, tax evasion and tax planning are considered.

Prerequisite: BAC 122

BAC 332 Taxation II 3-3-0

This course builds upon the principles and concepts of Canadian Income Tax introduced in BAC 331. In particular, it examines the application of income tax law as it applies to Corporations. Attention is given to effective income tax planning for shareholder — manager remuneration, estates and for capital gains deferrals.

Prerequisite: BAC 331

BAC 340 Auditing: Systems and Control 3-3-0

All organizations require reliable and secure information systems in order to successfully conduct their day-to-day operations. For many businesses, sophisticated accounting information systems are in place and internal control is crucial in the process of producing reliable financial information. In the context of the information age, this course examines corporate responsibility as well as the function of computerized systems. Topics such as accounting systems development, implementation of controls, fraud detection and E-commerce security will be explored.

Prerequisite: BAC 122

BAC 341 Auditing: The Process 3-3-0

The concept of internal control and fundamentals of auditing. Topics include: legal and moral responsibilities of the auditor; controls required in principal accounting systems; selection of appropriate audit techniques; and preparation of audit reports.

Prerequisite: BAC 212 and BAC 340

BCS 210 Technology Entrepreneurship 3-3-0

This course is designed for students interested in learning about the fundamental issues related to starting and managing technology-based new ventures. The course encourages students to consider how technology-based solutions can solve economic and socially oriented problems. Students will particularly learn how disruptive technology displaces existing markets. Topics include: Startup business models, business plans, funding, and risk assessment and management.

Prerequisite: BCS 220

BCS 212 E-Business Technology and Management 3-3-0

This course helps students build the knowledge and skills needed to face today's electronic business challenges, opportunities, and issues. Electronic Business Technologies focuses on the integration of information technologies with business processes and strategies within a dynamic legal and business environment. At the base of Electronic Business is the fact that the application of Internet and information technology to business processes leads to remarkable new ways of conceiving and organizing businesses. This in turn leads to a myriad of innovative modes of management, new organizational structures and information architectures as well as new laws and legal and corporate strategies. Topics include: business process reengineering, pure and partial electronic commerce, online retail, online consumer behaviour, online marketing and advertisement, online business models and revenue models, B2B supply chain reengineering, online payment and security, and ecommerce systems implementations.

Prerequisite: BMK 211

BCS 216 Business Information Technology Strategy 3-3-0

Organizations must understand and operate effectively within their technology-business value chains in order to maximize profitability. Developing and executing an effective Information Technology strategy that enables business strategy is critical for creating business value and gaining competitive advantage. This Course presents a framework and methodology for assessing, developing and implementing an effective IT strategy that is aligned with business needs. Topics include: IT-business alignment, IT strategy, IT planning, IT value and benefits, IT Governance, IT success measurement, data and information management, managing IT Outsourcing, and the role of the CIO.

Prerequisite: BCS 220

BCS 220 Management of Information Systems 3-3-0

This course covers the management perspective of Information Systems. An IS Department or IS unit manages data and information which are among the most valuable organizational resources in today's modern businesses. The MIS includes the setting of a direction for information resources, the management of technology resources and the management of the information systems function. A variety of different types of IS will be covered. The list includes Enterprise Resource Planning Systems, Knowledge Management Systems, and Electronic Systems.

Prerequisite: BMG 100

BCS 313 Information Technology Project Management 3-3-0

Modern organizations are critically dependent on information technology. It is difficult to find any organizational unit, process, or task that does not rely on some sort of information system. This course covers information systems development from the business perspective. The course educates students in fundamentals of systems analysis and design. The analysis part aims at understanding organizational processes and their informational aspects in order to define possibilities of improving process efficiency and effectiveness. The design part of is focused on creating solutions for the improvement of processes and supporting Information systems.

Prerequisite: BCS 220

BCS 320 Business Intelligence and Data Analytics 3-3-0

Organizations increasingly rely on data and sophisticated analytical tools to make effective and strategic decisions. This course focuses on enabling students to learn skills to access, prepare, analyze and visualize data to support decision-making and business problem-solving. Students will learn how to implement a variety of data analytic techniques using modern business intelligence tools. At the end of the course, students will be able to identify and structure complex business problems that can be addressed through data analysis, data mining, data visualization, and text mining.

Prerequisites: (BMA 140 or ESG 261 or PMA 260 or SOC 211) and BCS220

BCS 340 - Privacy, Ethics, and Communication in Data Science 3-3-0

This course engages with three main challenges in the modern practice of data science: data privacy, ethics, and communication. The course is designed to build students' ethical skills for collecting, storing, sharing and analyzing data derived from various subjects. This course provides historical background to understand the tenets of informed consent, discrimination, and privacy. Using case study, students will explore current applications of algorithmic transparency and unintended automation of discrimination via data that contains biases rooted in race, gender, class, and other characteristics. Finally, students will learn how to communicate data analytics outputs using storytelling and storyboarding.

Prerequisite: BCS 220

BCS 410 Cybersecurity Management 3-3-0

Cybersecurity breaches are growing at an unprecedented rate. Many organizations have gone bankrupt due to severe IT security failures. Today, billions of interconnected devices produce and share data which increases the vulnerability of IT assets. The heavy organizational reliance on data and IT largely explains the critical aspect and the vitality of cybersecurity. Organizations must protect their information resources against security threats both internally and externally. The overall intent of this course is to enable students to have an in-depth understanding of the different types of cyberattacks, the business systems that are most at risk, and the importance of an organization-wide approach to cybersecurity. In addition, students learn how organizations mitigate their risk exposure using a range of managerial, legal, technological, process and social controls.

Prerequisite: BCS 220

BCS 420 Data Mining for Business Analytics 3-3-0

This course will teach practical analytics methods and use various tool to provide hands on experience on data mining techniques. The focus of the course is on the application of the tools and techniques rather than learning the theory and math behind the models. This course builds upon concepts seen in BCS320 and covers these tools and techniques in much more depth. Students will be exposed to real world datasets and examples to get hands-experience with making business decisions using predictive and prescriptive analytics.

Prerequisites: BCS 220 and BCS 320

BCS 422 Integrated Enterprise Systems and Business Processes 3-3-0

Enterprise Resource Planning (ERP) systems are excessively important applications for organizations since they manage the exchange of information between the main business units of companies and support the integration of business processes that connect these same units. The aim of this course is to introduce students to ERP systems, more precisely, their use and configuration. The course will allow students to use SAP system by simulating real business contexts and entering data into the SAP system. The course will also develop skills in solving problems related to the use and configuration of ERP, as well as to become familiar with the main issues related to the use and implementation of ERP in companies.

Prerequisite: BCS 220

Note: Students having completed BUS 302 in Winter 2021 are not allowed to take BCS 422 for credits

BCS 424 Supply Chain Analytics 3-3-0

Supply chains are complex systems involving multiple businesses and organizations with different goals and objectives. Many different analytical methods and techniques are used by researchers and practitioners alike to better design and manage their supply chains. This course introduces the primary methods and tools that you will encounter in your study and practice of supply chains. We focus on the application of these methods, not necessarily the theoretical underpinnings.

We will begin with an overview of introductory probability, decision analysis, and regression to ensure that students understand how uncertainty can be modeled. Next, we will introduce optimization modeling from heuristics to linear, non-linear, and mixed integer linear programming. This is a hands-on course. Students will use spreadsheets extensively to apply these techniques and approaches in case studies drawn from actual supply chains

(Prerequisites: BMA 141 and BMS 231)

BCS 430 Business Applications of Artificial Intelligence 3-3-0

Artificial Intelligence (AI) is quickly becoming ubiquitous. The availability of big data and tremendous computing power have expedited the adoption of machine learning applications to build intelligent systems that can learn from data. This course will expose students to the history of AI and show how intelligent machines will dominate across all sectors. Students will also be exposed to different AI business applications and learn how to leverage these applications to enhance decision-making, customers experience and organization's profitability. The course will be very practical and leverage real world problems from an applied perspective. Through practical case studies, students will learn what strategic questions to ask and how to formulate proposals when evaluating opportunities to embed machine learning processes and artificial intelligence technology into a corporate strategy. Students will work on a project to help them apply the concepts they have learned to a specific industry and/or company.

Prerequisite: BCS 220

BCS 450 Business Technology and Analytics Capstone Project 3-3-0

Draw on all of the skills learned throughout the BTA courses this course will allow students to apply conceptual and technical knowledge in analyzing, planning, and designing an information system or work on a data analytics project. In teams, students will work on a group project that will culminate with a presentation of this final project. Restricted to eligible students in their final semester in the BTA major.

Prerequisites: BCS 220 and BCS 320

Note: This course can only be taken as part of the last 30 credits

BFN 100 Basic Finance 3-3-0

Income, inflation, interest rates, foreign exchange rates, prices of commodities, recessions, etc. are factors affecting businesses performance. Understanding the economic environment as well as the drivers of the different sectors of the Canadian economy and how these are impacting financial statements of businesses is the main focus of this course.

Prerequisites: BAC 121, ECO 103 and MAT 196

Note: Students having completed BFN 200 are not allowed to take BFN 100 for credits

BFN 200 Introduction to Finance 3-3-0

This course introduces the study of finance in the context of modern business decision-making. The central focus of the course is the valuation of real and financial assets and the tools used for that purpose. Students will become familiar with such concepts as time value, discount rate, and net present value. These concepts will be presented with the help of real-life examples and cases that will illustrate the many ways in which finance can solve business problems.

Prerequisite: BAC 121, BMA 140 and ECO 103

Note: Students having completed BFN 200 are not allowed to take BFN 100 for credits.

BFN 203 Corporate Finance 3-3-0

This course represents an introduction to corporate finance. It focuses on the determinants of financial policy at the microeconomic level. The students will become familiar with the issues and challenges faced by a financial manager. Emphasis will be placed on financial planning and corporate growth, capital structure, and dividend policy decisions.

Prerequisite: BFN 200

BFN 210	Capital Markets	3-3-0	BFN 353	Financial Institutions Management	3-3-0
<p>This course is focused on the concept of risk, one the most fundamental concepts in finance. The course examines the North American capital market, global capital markets, and fundamental quantitative models. Topics covered include, but are not limited to, the basics of portfolio theory, asset pricing theory, efficient market theory, the study of specific asset classes (stocks, bonds, and derivatives), and the yield curve.</p> <p><i>Prerequisite: BFN 200</i></p>			<p>This course provides students with an integrating framework for examining various types of financial institutions and the means of managing their operations. Topics include uniqueness of financial institutions; application of portfolio and corporate finance theories to the management of assets, liabilities, capital structure and off-balance sheet operations; interest rate and liquidity risk exposure; loan portfolio management, loan pricing and credit rationing; capital adequacy and regulatory environment. The strategic repercussions for such institutions, given the rapidly changing financial and regulatory environments, are also reviewed through the analysis of cases illustrating current issues.</p> <p><i>Prerequisites: BFN 203 and BFN 210</i></p>		
BFN 215	Small Business Finance	3-3-0	BFN 356	SEED Portfolio	6-3-0
<p>Small business owners or entrepreneurs need to know how to (a) read basic financial statements; (b) understand product costing, initial profit-and-loss development and break-even analysis; (c) manage cash flow; and (d) understand various revenue models. This course will use Excel spreadsheets to develop practical financial projections that are immediately relevant to business operations.</p> <p><i>Prerequisite: BFN 100 or BFN 200</i></p>			<p>The SEED course has been designed with the objective of providing finance students with the means to practically apply their knowledge. The course gives students the opportunity to act as investment managers, in order to gain a more comprehensive understanding of portfolio management. This will be accomplished by having students invest in recognized North American equities, after prudent research and consulting with an external advisory board.</p> <p>Students will apply to the program upon entering their penultimate year. After an application process which includes resumes and interviews, students will be selected as Research Assistants. Research Assistants have to complete two company analyses, which they will present to their External Board. As well, they have to answer any requests their Portfolio Managers may have. Upon completion of a year as Research Assistants, students will move into the position of Portfolio Managers, conditional upon the approval of the Faculty Advisor. Portfolio Managers are in charge of setting up the strategy for the portfolio. They are responsible for all buy/sell/hold decisions. Emphasis will be on the importance of analysis and presentation, in order to reach consensus among Portfolio Managers, and on the use of appropriate decision making tools.</p> <p><i>Prerequisite: Permission of instructor.</i></p>		
BFN 301	Capital Budgeting	3-3-0	BFN 361	International Finance	3-3-0
<p>This course describes how managers are making long-term investment decisions involving capital assets, such as plant, equipment, machinery, research and development, etc. The main topics include, but are not limited to net present value, internal rate of return, cost of capital, adjusted present value, real options, mergers and acquisitions, and many others. Special emphasis is placed on tackling complex case studies that require an integrative approach to understanding various corporate finance issues.</p> <p><i>Prerequisites: BFN 203</i></p>			<p>This course provides a broad overview of the major aspects of finance in an international setting. The focus will be on measuring and coping with foreign exchange risk from the managerial perspective of multinational corporations. The main topics of this course include the examination of spot, forward and futures markets, the use of derivative contracts, international financial markets, international financing, capital budgeting, direct foreign investment and international mergers and acquisitions.</p> <p><i>Prerequisite: BFN 200</i></p>		
BFN 306	Behavioural Finance	3-3-0	BHR 221	Organizational Behaviour	3-3-0
<p>This course brings together knowledge from the area of modern finance and cognitive sciences into one unified framework. Students will learn about cognitive biases and how individuals make financial decisions, the role of emotions and heuristics in dealing with complex critical systems, and how individual behaviour aggregates into corporate financial strategies and broad stock market movements.</p> <p><i>Prerequisites: BFN 203 and BFN 210</i></p>			<p>This course is designed as an introduction to the study of individual and group behaviour in organizations. The purpose is to enable students to understand human behaviour and its determinants in the organizational setting and, therefore, to deal with it effectively. Throughout the course emphasis will be placed on students' conceptualization of the theoretical aspects of organizational behaviour, as well as the practical application of these theories through case analyses.</p> <p><i>Prerequisite: BMG 100</i></p> <p><i>Note: Students who complete BHR 221 cannot receive credit for PSY 309. For prerequisite purposes PSY 309 is equivalent to BHR 221.</i></p>		
BFN 315	Financial Derivatives	3-3-0	BHR 224	Human Resource Management	3-3-0
<p>Futures and options markets have become increasingly important in the world of finance and investments. It is essential that all professionals understand how these markets work, and how derivatives are valued. This course will study the derivatives markets, assess their characteristics, and describe how they are used by hedgers, speculators and arbitrageurs.</p> <p><i>Prerequisites: BFN 203, BFN 210 and MAT 197</i></p>			<p>Management of people is a recognized competitive corporate advantage. This course is designed to introduce the current theory, research and practice of human resource management. Specialized topics central to human resource management are introduced. Learning is facilitated through lecture, student presentations, and class discussions.</p> <p><i>Prerequisite: BHR 221</i></p>		
BFN 335	Topics in Finance I	3-3-0	BHR 312	Labour Relations	3-3-0
<p>This is an advanced course in Finance covering special topics including, but not limited to, case studies in corporate finance and investments, complexity and networks, trading strategies, derivatives and hedging, foreign exchange risk management, international capital budgeting, risk management in financial institutions, and any other topic that might reflect current research interest of faculty members. This course should be of particular interest to those students expecting to pursue a career in the investment industry and/or graduate studies in Finance.</p> <p><i>Prerequisites: BFN 203 and BFN 210</i></p>			<p>Through an integration of theory and practice, the objective of this course is for students to be able to understand and manage Canadian labour relations. Using a broad interdisciplinary context, this course surveys the major aspects of the union-management relationship with a focus on the following: the establishment of union bargaining rights; the negotiation process; the administration of the collective agreement; and, the role of strikes and lockouts. Other topics include the changing nature of employment and the impact of globalization; minimum conditions of work; and the uniqueness of the public sector. When appropriate, reference will be made to other NAFTA and EU jurisdictions.</p> <p><i>Prerequisite: BHR 224 or POL 214</i></p>		
BFN 336	Topics in Finance II	3-3-0			
<p>This course is expanding on some themes already covered in other Finance courses, or adding new subjects including, but not limited to corporate finance and investments, complexity and networks, trading strategies, derivatives and hedging, foreign exchange risk management, international capital budgeting, risk management in financial institutions, and any other topic that might reflect current research interest of faculty members. The course will be delivered through regular class lectures, individual case studies, or group projects.</p> <p><i>Prerequisites: BFN 203 and BFN 210</i></p>					
BFN 341	Corporate Governance and Sustainability	3-3-0			
<p>Corporate Governance offers insights into the relationship between economic efficiency and economic organization. The main issues addressed in this course include the comparative analysis of free markets and hierarchies, the nature and allocation of financial claims, the organization and functioning of various corporations around the world, and the connection between ethics and economic performance.</p> <p><i>Prerequisites: (BFN 203 and BFN 210) or BFN 215</i></p>					
BFN 352	Investment Analysis	3-3-0			
<p>Introduction to the various security instruments and intermediaries and the structure and functioning of the markets within which they are cast. Conventional techniques for evaluating securities, including technical analysis.</p> <p><i>Prerequisites: BFN 203 and BFN 210</i></p>					

- BHR 313 Compensation Management 3-3-0**
This course provides students with an understanding of the strategic role of organizational compensation management in today's competitive environment. Students will explore the theory, concepts and methods used to design compensation systems which will contribute to individual and organizational goal achievement. Current and controversial topics in the field of Compensation Management will also be discussed.
Prerequisite: BHR 224
- BHR 315 Training and Development 3-3-0**
The course introduces students to the practice of training and developing employees. Both practical and theoretical aspects are explored. The entire process of training is explained, from the determination of training needs, setting training objectives, designing the training programs, selecting the appropriate training and development techniques, to the evaluation of training results. Both traditional and contemporary training methods are reviewed within this framework.
Prerequisite: BHR 224
- BHR 316 Organizational Conflict and Negotiation 3-3-0**
This course introduces students to the structure and processes of conflict and negotiations faced by organizations. Both formal and informal conflict and negotiation practices at the interpersonal, intra group and inter group levels are examined from theoretical and practical perspectives. Particular emphasis is placed on understanding and dealing with conflict from a "conflict management" viewpoint wherein conflict is viewed as having the potential for positive and negative individual/organizational consequences. A significant portion of the course is devoted to the development of conflict management and negotiation skills.
Prerequisite: BHR 221
- BHR 325 Topics in Human Resource Management 3-3-0**
The course will present selected topics of current interest at an advanced undergraduate level. Topics covered may vary from year to year. Subject matter may reflect current research interests of faculty members. This course should be of particular interest to those expecting to pursue graduate studies in Human Resource Management and related fields.
Prerequisite: BHR 224
- BHR 326 Personnel Recruitment and Selection 3-3-0**
This course introduces students to the theory and practices of personnel recruitment and selection. In addition to critically reviewing the various recruitment and selection strategies used by organizations, students will be exposed to the technical and theoretical underpinnings of the field (e.g., Validity; Reliability; Criteria Measures). The course will cover selection and recruitment issues as they relate to the Canadian legal framework.
Prerequisites: BHR 224 and (BMA 140 or PMA 260)
- BHR 328 Occupational Health, Safety, and Wellness 3-3-0**
This course is designed to provide students with an introduction to the management of health and safety in the workplace. The course first examines the legislative context, and the hard and soft cost implications of effective health and safety programs. In this context, best practices in terms of occupational hygiene, safety, ergonomics, and workplace wellness are explored. Related topics such as accident investigation, workplace safety and insurance, and occupational disability management are also discussed.
Prerequisite: BHR 221
- BHR 333 Employment Law 3-3-0**
This course is designed to provide students with an understanding of the key statutes, case law, and adjudicative processes in employment law. Whereas students will be introduced to the theory of public law and administrative tribunals, emphasis will be placed on the practical implications of the legal rights and obligations of the workplace parties. An emphasis is placed on the contract of employment and the duty to accommodate. Other topics include the law of the following: human rights; employment standards; occupational health and safety; workplace accident insurance; pay equity; and, employment equity.
Prerequisite: BHR 224
- BHR 334 Administering the Collective Agreement 3-3-0**
The collective agreement constitutes the negotiated terms and conditions of employment between management and the union. Through an integration of theory and practice, students gain an understanding of the major substantive and procedural issues in administering a collective agreement. An emphasis is placed on dispute resolution from the initial stages of a grievance through to labour arbitration.
Prerequisite: BHR 224 or POL 214
- BMA 140 Statistical Analysis for Business Decisions I 3-3-0**
This course provides an overview of fundamental statistical and mathematical concepts needed to perform statistical data analysis to support business decision-making such as probability, random variables, descriptive statistics, and common probability distributions.
Prerequisite: MAT 190
This course is not open to students with credit for EMA 140.
- BMA 141 Statistical Analysis for Business Decisions II 3-3-0**
This course provides an overview of advanced statistical and mathematical concepts needed to perform statistical data analysis to support business decision-making and projections such as sampling methods and sampling distributions; statistical inference; estimation and hypothesis testing; simple linear regression and correlation; multiple linear regression; chi-square tests for independence and goodness-of-fit; introduction to analysis of variance.
Prerequisites: BMA 140
This course is not open to students with credit for EMA 141.
- BMA 210 Introduction to Actuarial Science 3-3-0**
This course introduces students to some key areas of actuarial science, exploring the design of social security plans, pension plans and group insurance. Some fundamental actuarial techniques are also described (but without going into the more complex mathematical aspects): reserve calculation and premium rate calculation. An overview of actuarial practice areas and employers completes the content of this course.
- BMG 100 Understanding Business and Society 3-3-0**
With the onset of Globalization, the rapidly improving economic conditions have led to many inequities and issues rising to the forefront. Income inequality, environmental protection and regulations, cultural extinction are just some of the many issues that are impacting all stakeholders. As businesses, governments and workers attempt to balance growth and increases in productivity to improve standards of living with social and economic costs, understanding multiple viewpoints will be critical to ensuring the future of this planet. In this class, you will be drawn into these debates and explore the underlying perspectives related to theories of society and human nature and in their value presuppositions.
Corequisite for Business students only: The 1-credit lab ILT 100 is to be taken concurrently with BMG 100 unless advanced credits have been received for it.
- BMG 191 Fundamentals of Workplace Preparation and Professional Development 1-0-1**
This course introduces students to notions of professional development in order to successfully transition into the workplace. Topics include job search and networking techniques, personal branding and self-awareness, cover letter and resume preparation, interviewing skills as well as workplace etiquette and professionalism in the workplace. This course is mandatory for all co-operative education students, but does not count towards overall degree credit count.
Note: Not included in the calculation of the cumulative average. This course is only open to students in Business and CS who are in COOP.
- BMG 214 Introduction to Entrepreneurship: New Venture Creation 3-3-0**
An introduction to thinking entrepreneurially, thinking how to pursue your goals and opportunities by "creating something new from little". The course is designed to help students pursue their goals through entrepreneurship. Topics include opportunity identification, financing your goal, and venture generation.
- BMG 215 Introduction to International Business 3-3-0**
This introductory course is designed to expose the student to the international business environment and its current patterns. The major theories of international business transactions are examined including the critical institutions that influence and facilitate international trade. These dynamic factors as well as the pressures of globalization are reviewed in the context of overall corporate policy. The course also briefly develops the important international issues within the framework of the various functional disciplines of management.
Prerequisites: BMG 100 and BMK 211
- BMG 221 Business Law and Ethics 3-3-0**
This course introduces students to the subject of law and to some major legal and ethical concerns for business professionals. This includes contract law, laws of the corporation, employment law, and product liability. Case studies will address broad ethical issues such as conflicts of interest, governance, and confidentiality

BMG 311 Business Policy and Strategic Management 3-3-0

The objective of this course is to introduce students who have completed their B.B.A. core courses to the business policy and strategic management areas. This course attempts, through the uses of cases, readings and lectures, to provide an awareness of overall organizational goals, strategies and environmental relationships. Where possible, the course utilizes knowledge gained in other areas of the B.B.A. Division.

Prerequisites: All other Required Core courses. BMS 231 may be taken concurrently.

Note: Permission of the Departmental Chair is required for non B.B.A. or non B.A. Major Business students, including exchange students.

BMG 315 International Management 3-3-0

The course is designed to further develop the students' understanding of the international business environment. The course reviews the global competitive forces affecting the internationalization process including the decision to expand abroad and the various modes for foreign market entry i.e. licensing, joint ventures and international alliances. Other topics include various aspects of international control, organizational structure and foreign subsidiary issues. The course is developed around the case study method.

Prerequisite: BMG 215

BMG 322 Change Management 3-3-0

This course explores the process of change within organizations and the management of that process. Topics include the forces that create and inhibit change, decisions about what needs to be changed, and the techniques to implement and sustain change. The role of the change agent will also be examined.

Prerequisite: BHR 221

Note: It is recommended that students take this course in their last 30 credits.

BMG 323 Interpersonal Skills 3-3-0

Studies consistently show that good "interpersonal skills are critical to managerial success." Although individuals differ in their basic characteristics, personalities, and competencies, better interpersonal skills can be learned. This course uses both conceptual and experiential approaches to focus on key interpersonal skills of communication, conflict management, and leadership, within a team setting.

Prerequisite: BHR 221

BMG 324 Management of Innovation 3-3-0

The course is designed to introduce students to the innovation process, the management of the innovation process within the organization, and the role and treatment of innovation in the Canadian context.

Prerequisite: BHR 221

BMG 325 Leadership in a Multicultural World 3-3-0

Whether at home or abroad, the business world is becoming increasingly multicultural. Leaders must foster excellence in their diverse workforce by displaying cultural skills. This course begins by taking an in-depth look at main leadership theories while reflecting upon their relevance for a variety of sub-cultures as well as within different international contexts. Ultimately, we introduce some of the current literature on the transferable skills required for successful global leaders. Accordingly, we seek to develop students' cultural intelligence and prepare them for multicultural leadership applications.

Prerequisite: BHR 221

BMG 330 Case Competition 3-3-0

Through the use of case studies and discussion in class and in small groups, students will learn to better understand the forces shaping the current business environment and the processes of formulating, and efficiently implementing, a powerful presentation to a panel. Critical analysis of current business practices, integrative decision-making and presentation skills will be developed. Strategy formulation and implementation will be investigated in the context of complex business case competitions.

Prerequisite: Permission of Departmental Chair

This course is reserved for Business and Economic students.

BMG 335 Global Value Chain Analysis 3-3-0

The main aim of this course is to develop students' skills and capabilities for analyzing industries across countries. With this course students will learn: (a) How to apply the global value chain analytical framework to analyze the structure and dynamics of different actors in global industries, (b) How to examine the complex network of relationships between firms and institutions that span a wide range of countries, (c) How value chains are controlled and coordinated by different governance structures, (d) How to determine global competitive positions of firms in a given industry and geographic location especially in the emerging markets of Asia, Latin America and Africa. (e) How the participation of emerging markets drives the dynamics of global value chains, (f) How global value chains can be used to create social value (g) The different methods and strategies used by countries, regions and other economic stakeholders to maintain or improve their positions in the global economy.

Prerequisite: BMG 215

BMG 345 International Marketing and Export Management 3-3-0

The aim of this course is to provide students with the necessary tools and resources that will enable them to manage the process of exporting and marketing products across countries. The course will examine the broad issues related to exporting and marketing products, countries and services as well as technical concepts and processes that are specific to exporting. At the end of this course students will be able to: (a) Know the necessary steps required to successfully export products and services (b) Appreciate the opportunities, challenges and risks related to exporting (c) Develop an international export and marketing business plan, (e) Identify the escalating costs related to exporting (f) Differentiate the different pricing methods and their implications to profitability and competitiveness in foreign markets, (g) Understand the necessary documentation and institutions involved in the exporting process, (h) To follow emerging digital technologies and exploit them for international competitive advantage.

Prerequisite: BMG 215

BMG 351 Independent Studies 3-3-0

Proposals for independent studies should be submitted to the faculty member who is to supervise the project. All such studies must be approved by the Faculty.

BMG 352 Honours Project 6-3-0

The Honours project will be taken by all students accepted by the Department into the BBA Honours program. The student will select a topic in consultation with a professor in the concentration area. The completed project will be reviewed by three professors, two of which must be in the area, and be subject to an oral defense.

Prerequisite: acceptance in the Honours program

BMG 355 International Entrepreneurship 3-3-0

International entrepreneurship is an interdisciplinary field that is based upon theoretical foundations of international business and entrepreneurship. The rapid scale and intensity of globalization and the advancement of digital technologies has created opportunities for entrepreneurs to create new ventures that take advantage of these new technologies to exploit opportunities that emerge across the world. The aim of this course is to provide students with the necessary tools and frameworks for developing new ventures that take advantage of emerging global opportunities for both, for profit entrepreneurs, as well as, non-profit social entrepreneurs.

Prerequisite: BMG 215

BMG 391 Co-operative Education Placement I 3-0-0

Students will integrate theory and practice through the analysis of an issue, opportunity or problem in some way related to the student's work placement.

Prerequisite: BMG 191

BMG 392 Co-operative Education Placement II 3-0-0

Students will integrate theory and practice through the analysis of an issue, opportunity or problem in some way related to the student's work placement

Prerequisite: BMG 391

BMG 393 Co-operative Education Placement III 3-0-0

Students will integrate theory and practice through the analysis of an issue, opportunity or problem in some way related to the student's work placement.

Prerequisite: BMG 392

BMK 211 Marketing Management 3-3-0

Introduction to the nature of marketing in our competitive business environment. The main emphasis of the course revolves around a close examination of the "marketing mix" (product, price, place and promotion) in a managerial setting, and interpretation of market forces and opportunities.

- BMK 214 Consumer Behaviour 3-3-0**
To understand how consumers and organizations interact and the processes that take place as part of this exchange. The main emphasis of this class is on how consumers and organizations drive change and the impact of these changes on both a micro and macro level. In addition, a secondary focus examines the process by which consumers and organizations consume/deliver products and services in order to understand the evolution of this process from both a managerial and global perspective.
Prerequisite: BMK 211
- BMK 291 Entrepreneurship Practicum I 3-1-2**
The main goal of Entrepreneurship Practicum I is to guide teams through the process of how to develop a product/market vision. Student teams will work through exercises aimed at developing a joint core competence description for the team, linking this joint core competence to emerging market opportunities using market research, experiencing a mentoring relationship and developing a product concept based on their product/market vision. This course is to be taken in the same calendar year as BMK392, which will be offered in the winter term.
Prerequisites: BMG 214, BMK 211 and BMK 214
- BMK 321 Marketing Research 3-3-0**
The course equips students with the key concepts and methods of marketing research, and allows students to understand how to apply those tools to solve real-life business problems. The emphasis in the course is on interpretation of results of marketing research and the use of such information to facilitate strategic marketing decision making.
Prerequisites: BMK 214 and BMA 141
- BMK 322 Personal Selling and Sales Management 3-3-0**
Selling is a skill. While good interpersonal abilities and friendly personality can help, selling is much more than just being a good people person, and this course will teach students how to develop these skills. This course will explore Personal Selling, in both B2B and B2C context. The goal of the course is to provide students with the basic sales and communication knowledge and abilities to achieve professional life competencies. Communication is the basis of life in society and must be done with respect for the other person
Prerequisites: BMK 211
- BMK 323 Marketing Communications 3-3-0**
This course will examine the theory and techniques applicable to all the major marketing communication functions: advertising, direct marketing, sales promotions, public relations, and personal selling. It will provide a knowledge base that will allow students to research and evaluate a company's marketing and promotional situation and use this information in developing effective communication strategies and programs.
Prerequisite: BMK 214
- BMK 332 Omnichannel Marketing: Distribution Channels in The Digital Age 3-3-0**
Technological advances and the proliferation of eCommerce are transforming distribution channels and the way consumers buy products. Today's consumers, whether retail or business consumers, are omnichannel consumers: they want to shop across online, mobile, social, and physical distribution channels however they wish. They expect a seamlessly integrated multichannel experience that allows them to shop on their own terms, starting their customer journeys anywhere in the distribution channel system and finishing them anywhere. This means that distribution channels need to be transformed. This transformation requires a holistic reimagining and re-creation of the distribution channel system to transform it into an omnichannel ecosystem. In this advanced course, students study the fundamentals of omnichannel marketing and learn how companies design, implement, and manage an omnichannel marketing ecosystem to optimize the performance of their distribution channels.
Prerequisite: BMK 214
- BMK 340 Product Strategy and Innovation 3-3-0**
This course focuses on the nature of the decisions and actions taken by firms concerning innovation with respect to their products and services. Topics covered will include innovation and R&D management, managing knowledge and networks, and the new product development process. The course will expose students to the contemporary challenges encountered by innovative firms in developing and launching new products and services, and the strategies which are used by those firms in building and defending brand equity throughout the product life cycle.
Prerequisite: BMK 214
- BMK 344 Branding and Brand Management 3-3-0**
Branding has become one of the most important aspects of marketing strategy. A strong understanding of branding is essential for the success of a small or large business. This course covers the building blocks and principles of branding and brand management. How can a brand stay relevant? What is brand strategy? How are meaningful brands created? Why do some brands have greater longevity and loyalty? How to build and manage brand equity? This course will provide opportunities to understand the building blocks of a strong brand and apply strategies and management techniques.
Prerequisites: BMK 211 and BMK 214
- BMK 350 Marketing Strategies for Environment Sustainability 3-3-0**
This course aims to provide a forum for students to consider innovative approaches to advancing environmental sustainability through the marketing function of organizations. The course is designed to help students build effective strategies for gaining competitive advantage through environmentally sustainable practices which need to be built into the core areas of strategic marketing: product and process development, design of the supply chain, communications and pricing. In addition, the course will help students understand the publics which need to be involved and the macro factors which need to be considered in order for such strategies to be effective.
Prerequisite: BMK 214
- BMK 354 Digital Marketing 3-3-0**
The Digital Marketing course will provide students with the necessary knowledge to plan, execute, monitor and adjust an innovative online marketing campaign. The course will touch upon social media, reputation management, email marketing, online advertising, SEM, SEO, web analytics and web design.
Prerequisites: BMK211 and BMK214
- BMK 355 Happiness Marketing 3-3-0**
The course discusses practical applications of positive psychology in marketing. Backed up by evidence-based scientific research findings, it aims to help students understand how to be a happier person, a happier consumer, and a better marketer who is able to enhance consumers' well-being. The course introduces cutting-edge marketing tools which help create win-win situations for both consumers and companies alike.
Prerequisite: BMK 214
- BMK 362 Sport Marketing 3-3-0**
This course will illuminate the theoretical underpinnings and practical applications of marketing strategies to collegiate and professional sport, special events, international sport, broadcasting, facility management, and the sporting goods industry. The course is designed to allow students an opportunity to apply key marketing concepts and strategies within various settings in order to garner a better understanding of both participant and spectator markets.
Prerequisite: BMK 211
- BMK 371 Industrial Marketing Strategy 3-3-0**
This course is designed to help students understand the complexities and unique challenges faced by marketing managers and top management in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities, in the specific case of industrial or business-to-business marketing. Particular emphasis is placed on high technology and dynamic environments which drive specific industries that play key roles in today's society including, but not limited to, biopharmaceuticals, nanotechnology, integrated networks and energy.
Prerequisite: BMK 214
- BMK 381 Marketing Policies 3-3-0**
This course integrates the marketing elements in an overall business approach and is designed as a capstone course for graduating students in the marketing and entrepreneurship stream. It focuses on helping students become a strategic marketer, so that they can create, gain support for and execute marketing plans that will build strong and enduring businesses. Special consideration will be given to the playing of a realistic marketing simulation game.
Prerequisite: BMK 214
- BMK 392 Entrepreneurship Practicum II 3-1-2**
The team from Entrepreneurship Practicum I builds a business plan to take the concept developed in BMK 291 to the next stage. The exercises will include niche market detailing, idea blueprinting, prototype/concept development, concept testing with lead users in the market place, web site development, brand creation and final market tests. The final business plan will be vetted with potential funding organizations/investors. Students are expected to enroll in both BMK 291 and BMK 392 in the same calendar year.
Prerequisite: BMK 291

BMK 440 Marketing Analytics 3-3-0

This course introduces students to a broad view of product, consumer, marketing mix, and digital analytics. In order to make great marketing decisions, companies typically analyze timely and in-depth data about consumers, competitors, and the environment. During the course, students are encouraged to think like marketers by asking questions about their data, setting their own directions for analysis and thinking about how a company could implement the results.

Prerequisite: BMK 211

BMS 231 Operations Management 3-3-0

This course views the management of operations as the design, management and control of business processes. The course introduces the decisions and trade-offs associated with production of goods and services. Topics include: strategy in operations and supply chain, process design and selection for manufacturing and services, capacity planning, six-sigma quality, lean manufacturing, inventory management, aggregate sales and operations planning, MRP/JIT, and scheduling operations.

Prerequisites: BMA 140

BMS 303 Forecasting Techniques 3-3-0

This course introduces various forecasting techniques used in the business world. Computers are used to apply and interpret the forecasting information.

Prerequisite: BMA 141

ILT 100 Information Literacy and Critical Thinking (lab) 1-0-1

This one credit lab course is required for all Business Students. The objective of this laboratory course is to introduce students to the skills necessary to effectively complete their research assignments in Business. The course includes the correct use of library resources, including the online catalogue, periodical indexes, and other relevant databases. Other areas of study include the identification of key terms for effective searching, productive use of the internet, and the critical evaluation of retrieved resources. Academic integrity, plagiarism and the correct citation of print and online sources are also taught. The course is practical, and students are given the opportunity for hands-on experience in the library's electronic classroom. This lab course cannot be used as a lecture course credit.

Prerequisite: Permission of Departmental Chair

COURSES OFFERED ON A SPORADIC BASIS**BMS 325 Operations Research 3-3-0**

This course introduces more concepts and applications of quantitative management techniques not covered in BMS 231. Topics to be covered are: linear programming: the simplex method; simplex-based sensitivity analysis and duality; integer programming; introduction to dynamic programming; queuing models; and Markov processes. Computer programs are available for students to experiment with specific techniques.

Prerequisite: BMS 231

BMG 330 Case Competition 3-3-0

Through the use of case studies and discussion in class and in small groups, students will learn to better understand the forces shaping the current business environment and the processes of formulating, and efficiently implementing, a powerful presentation to a panel. Critical analysis of current business practices, integrative decision-making and presentation skills will be developed. Strategy formulation and implementation will be investigated in the context of complex business case competitions.

Prerequisite: Permission of Departmental Chair

BMS 332 Supply-Chain Management 3-3-0

The main purpose of the course is to learn how models can be effectively constructed and applied to supply-chain planning problems. Specific topics include: Motivation for using models to analyze supply chain problems with particular attention to developments in Information Technology, Linear and mixed Integer programming models, applications of modelling systems to strategic, tactical, and operational supply chain problems. The perspective is the resource-view of the firm, a new paradigm for strategic planning.

Prerequisite: BMS 231

BUS 200 Business Experiential Learning Project (for-profit) 3-1-10

Students will provide business services to "for-profit" organizations based on the needs that are mutually determined by both the students and the organization. The student or student team will be involved in creating a needs analysis, providing strategic recommendations as well as a critical reflection of the learning that occurred. The course will normally take place over a regular semester or the summer. The course must be supervised and evaluated by a business professor and an organizational representative. Each BUS200 course is unique; therefore, the description of the mandate and its objective must be approved by the Business Faculty for each experience.

Prerequisite: Permission of instructor.

BUS 201 Business Service Learning Project (not-for-profit) 3-1-10

Students will provide business services to "not-for-profit" organizations based on the needs that are mutually determined by both the students and the organization. The student or student team will be involved in creating a needs analysis, providing strategic recommendations as well as a critical reflection of the learning that occurred. The course will normally take place over a regular semester or the summer. The course must be supervised and evaluated by a business professor and an organizational representative. Each BUS 201 course is unique; therefore, the description of the mandate and its objective must be approved by the Business Faculty for each experience.

Prerequisite: Permission of instructor

BUS 202 International Business Experience 3-0-10

The International Business Experience course is an ideal experience for students who want their first study abroad experience or those who are unable to study abroad for a semester. This course is designed to provide students with a truly real-world experience in international business, where they will gain an understanding of the local culture and learn the challenges and opportunities of doing business in that country, firsthand. Students will participate in business visits and discussions with the country's business leaders, while sharing in a different and unforgettable cultural experience.

Prerequisite: Permission of instructor.

Note: Countries will be determined in collaboration with professors who are interested in engaging in this type of course as well as availability of resources and contacts in that given country.

BUS 301 Topics in Business I 3-3-0

The course will present selected topics of current interest at an advanced undergraduate level. Topics covered may vary from year to year. Subject matter may reflect current research interests of faculty members or innovative industry topics.

Prerequisite: Permission of Departmental Chair

BUS 302 Topics in Business II 3-3-0

The course will present selected topics of current interest at an advanced undergraduate level. Topics covered may vary from year to year. Subject matter may reflect current research interests of faculty members or innovative industry topics.

Prerequisite: Permission of Departmental Chair

BUS 303 Topics in Business III 3-3-0

The course will present selected topics of current interest at an advanced undergraduate level. Topics covered may vary from year to year. Subject matter may reflect current research interests of faculty members or innovative industry topics.

Prerequisite: Permission of Departmental Chair

BUS 304 Topics in Business IV 3-3-0

The course will present selected topics of current interest at an advanced undergraduate level. Topics covered may vary from year to year. Subject matter may reflect current research interests of faculty members or innovative industry topics.