

Williams School of Business

Dean

Francine Turmel,

B.A.A. (Laval), E.M.B.A. (Concordia), Ph.D. (Laval), FCPA Auditor, FCA, ASC; Professor

Faculty

Hafid Agourram,

B.A. (Rhode Island), M.S. (Calif.), M.A. (Spain), D.B.A. (Sherbrooke); Professor

Sylvie A.F.A. Béquet,

D.E.S.C.A.F. (France), M.Sc. (Sherbrooke); Professor

Svetlana Davis,

B.Comm. (Archangelsk State), M.B.A. (Sejong-Syracuse), M.Sc., (Queen's); Assistant Professor

Denise Fortier,

B.B.A. (Bishop's), M.A. (California State), D.B.A. (Sherbrooke); Professor

Paul Leonard Gallina,

B.A., M.L.I.S. (Western), M.A.(Brock), Ph.D.(Guelph), LL.M. (Leicester), DOHS (McMaster), Dip.Ad.Ed. (St.Francis Xavier); Professor

Mark Gandey,

B.B.A (Bishop's), M.B.A.(UQO), Dipl. Ed. Tech (Concordia), CPA, CMA; Lecturer

Nathalie Hivert,

B.B.A., M.Sc. (Sherbrooke), CPA, CA; Senior Instructor

Robert Palmer,

B.Sc., M.A. (Ottawa), Ph.D.(Michigan State); Professor
Chair of the Department

Susan Reid,

B.Sc.(Queens), M.B.A. (McGill); Ph.D.(Concordia); Professor

Cranmer Rutihinda,

M.Sc. (Sofia), Ph.D. (Stockholm); Professor

Arshad Taseen,

B.Eng. (Bangalore), M.B.A. (Ottawa), Ph.D. (Western); Professor

Michael Teed,

B.A. (Moncton), M.Sc., Ph.D. (St.Mary's); Professor

Calin Valsan,

B.Sc.(Bucharest), Ph.D.(Virginia Tech.); Professor

Yanan Wang,

B.A. (Renmin), M.Phil. (Lingnan), Ph.D. (McGill); Associate Professor

choose between a general stream or one of four concentrations for specialization. B.B.A. students can also choose between four profiles to add complementary skills.

B.B.A. Concentrations:

- Accounting
- Finance
- Global Management and Leadership
- Marketing and Entrepreneurship

B.B.A. Profiles:

- Co-operative Education
- Entrepreneurship
- Information Technology
- International Business

Minor programs are also available in both Business Administration and Entrepreneurship. Neither of these, however, is open to business students. Joint programs with other programs at Bishop's University include Majors in Arts Administration, Information Technology, as well as a Major and Minor in Sports Studies. A certificate in Business Administration is also available. A Graduate Certificate in Business is also offered for recent university graduates in fields outside of business to help them develop and fine-tune a business skill set that is valued by the workplace and build a meaningful network to support their future career.

We pride ourselves on having an experiential learning focus within the Williams School of Business whereas each course aims at providing real-life assignments that enable students to build practical competencies and enrich their c.v.

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. The Williams School of Business is accredited with the Network of International Business Schools (NIBS). 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 offers a Co-operative Education Program which combines a student's academic program with integrated work experiences through full-time 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.

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

Programs Overview

The Williams School of Business at Bishop's University is dedicated to providing a high-quality undergraduate business education within the liberal arts education tradition of the University. Students may work towards one of three undergraduate degrees: a Bachelor of Business Administration (B.B.A.), a Bachelor of Arts (B.A.) with a Major in Business or a Bachelor of Arts (B.A.) with a Major in Management. The B.A. Major in Business is ideal for those who wish to combine their business studies with a different subject and the B.A. Major in Management necessarily complements a major in another discipline. The B.B.A. offers the most in-depth approach to business studies. Students have to

Applying to All Business Programs

Enrolment in the Williams School of Business is limited. Students must have a minimum R score of 25 from CEGEP and 80% from high school to be considered for admission to these programs.

a. B.B.A. or B.A. Major in Business

To enter a Business program, CEGEP graduates must have a Quebec collegial diploma (D.E.C.), or the equivalent, including Mathematics 201-NYC (201-105) and 201-NYA (201-103). Students having the required prerequisites can complete their undergraduate programs in three years.

CEGEP students lacking these prerequisites will need to add them to their program. The department deems Mathematics 201-NYA (201-103) and 201-NYB (201-203) taken as part of a DEC to satisfy these Mathematics requirements.

High School and International students entering a Business program 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 enrol in MAT 196: 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 120A/120B or Calculus 120, NS: Pre-Calculus 12 or Calculus 12, PEI: Math 611B or Math 621B, NL: Math 3200 or Math 3201 or Math 3208.

Students in a program that must take the required mathematics courses will use these courses as free non-business electives except for MAT 190.

Students are required to complete MAT 196 and MAT 197 within the first 30 credits of their program for CEGEP students and within 45 credits for high school and international students.

b. B.A. Major in Management

There is no mathematics course required to be admitted in the Major in Management, but students must first be admitted to another major to ask for admission to the Major in Management. See Section 4b under the Regulations applying to all Business programs section for more information.

c. Computer Literacy

Students are expected to have a basic computer literacy in the following areas – word processing, spreadsheets and databases.

Business Programs

I. B.B.A. (120 credits)

Required core courses	39 credits
Concentration stream courses	between 30-42 credits
Business electives.....	between 9-21 credits
Non-Business electives*	30 credits

**It includes the required MAT 196 and MAT 197 courses that must be completed if no advanced credits were received for them.*

The B.B.A. requires the completion of the following courses:

BAC 121	Purposes of Accounting
BAC 221	Introduction to Managerial Accounting
BCS 220	Management Information Systems
BHR 221	Organizational Behaviour
BHR 224	Human Resource Management
BMA 140	Statistical Analysis for Business Decisions I
BMG 100	Understanding Business and Society
BMG 215	Introduction to International Business
BMG 311	Business Policy
BMK 211	Marketing Management
BMS 231	Operations Management
ECO 102	Principles of Economics: Microeconomics
ECO 103	Principles of Economics: Macroeconomics
ILT 100	Information Literacy and Critical Thinking Lab (1-credit lab)

Note: All required Business core courses are normally offered in each semester (Fall and Winter).

In addition to the core courses, students will also be required to successfully complete the concentration streams or general business stream courses, Business electives courses and Non-Business electives courses for a total of 120 credits. Visit our website to know more about suggested course sequencing. <https://www.ubishops.ca/academic-programs/williams-school-of-business/academic-advising/course-sequences/>.

General Business Stream (33 credits) CONGST

This general stream allows students to design their own stream. Students may select courses from any other stream based upon their personal interest and objectives. Students are advised to consult with the Chair or the Academic Advisor for assistance in course selection.

All Williams School Faculty

General Business Stream Courses: 11 courses

The following courses are required for this stream:

- BFN 100 Basic Finance
- Any 7, 300-level Business courses
- Any 3, Business courses

Students pursuing any concentration are not eligible to graduate with the General Business stream.

Concentration Streams

Within the B.B.A. program, the Williams School offers concentration streams in a variety of Business disciplines. A concentration stream is comprised of a total ranging between 30 and 42 credits depending on the concentration. In order to be credited with a concentration as part of the B.B.A., all of the stream requirements must be completed. Students should consult the Area Group Coordinator of each concentration stream or the Academic Advisor for course selection advice.

Accounting Concentration Stream

(42 credits)

CONACT

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, this stream is accredited by the Order of Certified Professional Accountants of Quebec.

Professors Gandey, Hivert, Turmel

Accounting Concentration Stream Courses: 14 courses

The following courses are required for this concentration:

BAC 122 Financial Accounting
 BAC 211 Intermediate Financial Accounting I
 BAC 212 Intermediate Financial Accounting II
 BAC 311 Advanced Financial Accounting
 BAC 312 Intermediate Managerial Accounting
 BAC 322 Management Control
 BAC 331 Taxation I
 BAC 332 Taxation II
 BAC 340 Auditing: Systems and Control
 BAC 341 Auditing: The Process
 BFN 200 Introduction to Finance
 BFN 203 Corporate Finance
 BMA 141 Statistical Analysis for Business Decisions II
 BMG 221 Business Law

Please note:

CEGEP students are advised to take BAC 121 in their first semester, BAC 122 in their second semester, and BAC 211 commencing their 2nd year.

Students having received additional advanced credits are encouraged to consult with the Academic Advisor as soon as they have accepted their offer of admission.

Students contemplating an accounting designation are advised to consult with the Accounting Area Group Coordinator and the respective associations (territorial, provincial, national or outside Canada) for the specific details of the requirements. Additional courses in a graduate program may be required for the CPA designation.

Finance Concentration Stream

(36 credits)

CONFNC

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.

Professors Béquet, Valsan

Finance Concentration Stream Courses: 12 courses

The following courses are required for this concentration:

BAC 122	Financial Accounting
BFN 200	Introduction to Finance
BFN 203	Corporate Finance
BFN 210	Capital Markets
BFN 301	Capital Budgeting
BFN 306	Behavioral Finance
BFN 335	Topics in Finance I
BFN 336	Topics in Finance II
BFN 341	Corporate Governance
BFN 352	Investment Analysis and Portfolio Management
BMA 141	Statistical Analysis for Business Decisions II
BMG 221	Business Law

Please note:

BFN 356 SEED Portfolio (6 credits) is considered a business elective course and is not part of the concentration.

Global Management and Leadership

Concentration Stream (30 credits)

CONGML

As organizations and workers conduct more work outside their home countries, their ability to understand and work in these environments is critical to their operations and success. The ability to attract and develop people who can work in a global environment and who can actively engage, motivate, and provide leadership will be a key component. These factors will all be critical in defining any organization's competitive advantage.

By anticipating and understanding future economic, social, and cultural forces, the focus of our program is to shape strategic leadership and human resource skills of our students in understanding the forces impacting all stakeholders. With a focus on leadership, global business, and human resources, our students will be able to clearly identify changes, be able to plan and coordinate resources, and align organizations cultures to be successful in the future.

Through delving into the richness of research completed by both academics and practitioners, our students will be able to undertake positions in both domestic and foreign firms, obtain positions with human resources and leadership development, and cultural management.

Professors Fortier, Gallina, Palmer, Rutihinda, Teed

Global Management and Leadership Concentration Stream courses: 10 courses

The following courses are required for this concentration:

BFN 100 Basic Finance
BHR 315 Training and Development*
BHR 326 Personnel Recruitment & Selection*
BHR 328 Occupational Health, Safety, and Wellness*
BMG 221 Business Law
BMG 315 International Management
BMG 323 Interpersonal Skills
BMG 325 Leadership in a Multicultural World

Plus any 2 courses (6 credits) of:

BMG 335 Global Value Chain Analysis
BMG 345 International Marketing and Export Management
BMG 355 International Entrepreneurship

**Courses marked with an asterisk have been designed to give discipline-specific knowledge required for the Certified Human Resources Professional (CHRP) designation. In order to be considered as a CHRP, students should consult the respective human resources professional association (territorial, provincial, national or outside Canada).*

Marketing and Entrepreneurship **Concentration Stream (42 credits) CONMKE**

The Marketing and Entrepreneurship concentration aims to build the skills that students need for an exciting career in marketing and/or to start a high-growth business of their own. We combine academic instruction and hands-on experience to build important intellectual and professional tools that ignite students' ingenuity and entrepreneurial thinking. 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.

Professors Davis, Reid, Wang

Marketing and Entrepreneurship Concentration Stream Courses: 14 courses

The following courses are required for this concentration:

BFN 100 Basic Finance
BFN 215 Small Business Finance
BMA 141 Statistical Analysis for Business Decisions II
BMG 214 Introduction to Entrepreneurship:
New Venture Creation
BMG 323 Interpersonal Skills
BMK 214 Consumer Behaviour
BMK 291 Entrepreneurship Lab I
BMK 321 Marketing Research
BMK 323 Marketing Communication
BMK 332 Marketing Channels
BMK 340 Product Strategy and Innovation
BMK 355 Happiness Marketing
BMK 381 Marketing Policies
BMK 392 Entrepreneurship Lab II

Co-operative Education Profile **(7 or 10 credits)**

PROCOP

(Application required)

The Co-operative Education Program combines a student's academic program with integrated paid work experiences through fulltime 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 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, BMG 393). All work terms must be completed before the student's final academic semester. While every effort will be made to find a suitable placement for all 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 Profile Courses: 3 or 4 courses

The following courses are required for this profile:

BMG191: Fundamentals of Workplace Preparation and Professional Development (1 credit)*
BMG391: Cooperative Education Placement I (3 credits)
BMG392: Cooperative Education Placement II (3 credits)
BMG393: Cooperative Education Placement III (3 credits)**

** This course must be successfully completed before doing the first placement.*

*** CEGEP students who have completed their DEC will not be required to complete this third work term to graduate with the Co-operative Education Profile. High School and International Students in a four year degree program will be required to complete this third work term.*

All courses will be considered Business electives and will count towards the 120-credit program, except for BMG 191. For students completing a B.A. Business Major, these courses will only be recognized in the "Business or non-Business electives (18 credits)" component of the program.

Admission to the Co-operative Education Profile

Full-time students in the Honours B.B.A., B.B.A. or B.A. Major in Business programs who have completed the entire application, who have successfully passed BMG 191 and who have a minimum cumulative average of 70% after completing 15 credits (1 semester) are eligible for admission to the Co-operative Education Profile. Students receiving advanced credits will be evaluated on a case by case basis; however, students who receive advanced credits in excess of 54 credits or who are in business as a second degree program will not be eligible for the co-operative education profile.

A student is then required to maintain a minimum cumulative average of 70% in order to be eligible to remain in the Cooperative Education Profile and to participate in any of the program's activities. Admission is limited to full-time students in the Honours B.B.A., B.B.A. or B.A. Major in Business programs. Students who can graduate with the Co-operative Education Profile (ie. students who apply in their first year of studies) will be given admission priority. All other students will be evaluated on a case by case basis. 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. A student may request a Withdraw with Permission (WP), whereby tuition is not refunded.

Evaluation

Each 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 a satisfactory job performance report from the employer and a satisfactory work term report and self-evaluation submitted by the student.

The work term report will cover the comprehensive analysis of competencies acquired during the work placement. In rare cases, a student may request an alternative evaluation format that must be approved by the Dean. An outline of relevant competencies will be provided to students choosing this option. The topic of the report will be selected in consultation with the Co-op and Academic Advisor and the employer and must be approved by both.

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 and Academic Advisor supervising the placement. Employer evaluations are confidential and are not reported on the student's transcript.

Normal academic regulations apply to the conduct and evaluation of the courses.

Entrepreneurship Profile (12 credits) PROENT

In accordance with the growing entrepreneurial movement worldwide and the wide interest of our students, we have designed a profile that enables 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. The entrepreneurship profile is a relevant and valuable add-on to any business concentration, except the Marketing and Entrepreneurship concentration.

Entrepreneurship Profile Courses: 4 courses

The following courses are required for this profile:

BMG 214 Introduction to Entrepreneurship:

New Venture Creation

BMK 291 Entrepreneurship Lab I

BMK 392 Entrepreneurship Lab II

Plus any one course (3 credits) of:

BCS 210 IT Entrepreneurship

BMG 355 International Entrepreneurship

BFN 215 Small Business Finance

Students pursuing the Marketing and Entrepreneurship concentration are not eligible to add the Entrepreneurship profile to their concentration.

Information Technology Profile (12 credits)

PROINF

The fundamental liaison between business and IT is that business people first identify the business problems, develop logical solutions and then choose the appropriate IT to support these solutions. The premise for this unique approach is that business initiatives should drive technology choices. The expected learning outcomes of the IT profile are to enable students understand typical business problems and how these problems are resolved by typical IT solutions. The IT profile is a relevant and valuable add-on to any business concentration.

Professors Agourram, Gagnon

Information Technology Profile Courses: 4 courses

The following courses are required for this profile:

BCS 210 IT Entrepreneurship

BCS 212 Electronic Commerce

BCS 216 Managing Information Technology

BCS 313 System Design and Development

International Business Profile (12 credits) PROIBU

The international business profile provides students with a multi-disciplinary analytical framework for mapping the global business environment, analyzing international business strategies, and the management of international business operations. It builds on the existing strengths of the core business program to provide a global perspective and the necessary tools for the management of multinational enterprises and the internationalization processes of small and medium size enterprises. It exposes students to a

wide range of resources and analytical models for analyzing and managing country political risk, currency risks, economic risks, and cross-cultural differences. By taking this profile students will examine and apply existing analytical frameworks for global strategy formulation, knowledge transfer across foreign subsidiaries, management of international joint ventures and strategic alliances, management of international mergers and acquisitions, global supply chain management, financial management of international firms, international marketing and export management. Students are strongly encouraged to complement this profile with a study abroad exchange. The International Business profile is a relevant and valuable add-on to any business concentration, except the Global Management and Leadership concentration.

Professors Béquet, Fortier, Rutihinda

International Business Profile Courses: 4 courses

The following courses are required for this profile:

BMG 315 International Management
 BMG 345 International Marketing and Export Management
 BFN 361 International Finance

Plus any one course (3 credits) of:

BMG 325 Leadership in a Multicultural World
 BMG 335 Global Value Chain Analysis
 BMG 355 International Entrepreneurship

Students pursuing the Global Management and Leadership concentration are not eligible to add the International Business profile to their concentration.

II. Honours B.B.A.

(126 credits) BBH+ Concentration

Doing an honours program in the WSB automatically adds an additional 6 credits to your B.B.A. program.

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

1. complete their regular B.B.A. Program
2. apply for entrance into the honours program in the term **prior to** their last 30 credits in the program, and have, at that time, a cumulative average of 75% in all courses taken in their program.
3. obtain a cumulative average of 75% upon graduation
4. register for BMG 352 (Honours Project) – 6 credits

III. B.A. Business Major

(120 credits) MAJBUS

Required core courses42 credits
 Business electives 18 credits
 Non-Business electives*42 credits
 Business or non-Business electives** 18 credits

* *It includes the required MAT 196 and MAT 197 courses that must be completed if no advanced credits were received for them.*

** *Co-op Business electives courses (BMG 391, BMG 392 and BMG 393) will only count in this portion of the program.*

The B.A. Business Major requires the completion of the following courses:

BAC 121	Purposes of Accounting
BAC 221	Introduction to Managerial Accounting
BCS 220	Management Information Systems
BFN 100	Basic Finance
BHR 221	Organizational Behaviour
BHR 224	Human Resource Management
BMA 140	Statistical Analysis for Business Decisions I
BMG 100	Understanding Business and Society
BMG 215	Introduction to International Business
BMG 311	Business Policy
BMK 211	Marketing Management
BMS 231	Operations Management
ECO 102	Principles of Economics: Microeconomics
ECO 103	Principles of Economics: Macroeconomics
ILT 100	Information Literacy and Critical Thinking Lab (1-credit lab)

Note: All required Business core courses are normally offered in each semester (Fall and Winter).

In addition to the core courses, students will also be required to successfully complete the Business electives, Non-Business electives and optional courses for a total of 120 credits.

OTHER PROGRAMS OFFERED BY THE WILLIAMS SCHOOL OF BUSINESS

IV. Major In Management 16 courses, 48 credits

The Major in Management requires the completion of the following courses:

Required core courses	36 credits
Business electives*	12 credits
* Must be amongst a list of selected courses.	

The 12 required core courses are:

BAC 121	Purposes of Accounting
BAC 221	Introduction to Managerial Accounting
BCS 220	Management Information Systems
BFN 100	Basic Finance
BHR 221	Organizational Behaviour
BHR 224	Human Resource Management
BMA 142	Basic Data Analysis Skills
BMG 100	Understanding Business and Society
BMG 214	Introduction to Entrepreneurship: New Venture Creation
BMG 215	Introduction to International Business
BMK 211	Marketing Management
ECO 103	Principles of Economics: Macroeconomics

Plus any 4 courses of:

BCS 210	IT Entrepreneurship
BCS 212	Electronic Commerce
BCS 216	Managing Information Technology
BCS 313	System Design and Development
BHR 315	Training and Development
BHR 326	Personnel Recruitment & Selection
BHR 328	Occupational Health, Safety and Wellness
BMG 221	Business Law
BMG 322	Change Management
BMG 323	Interpersonal Skills
BMG 324	Management of Innovation
BMG 325	Leadership in a Multicultural World
BMK 214	Consumer Behaviour
BMK 323	Marketing Communication
ECO 102	Principles of Economics: Microeconomics

It is strongly suggested that students consult the Academic Advisor or the Department Chair prior to adding this major to their program because no double counting of courses between programs will be allowed.

V. Interdisciplinary Program

Arts Administration Option – please see the Division of Humanities section of the calendar for program requirements.

The 72-credit interdisciplinary program combines the study of business, the creative arts and arts administration to provide students with the skills and knowledge needed to be active participants in the cultural sector. In addition to the core courses in business and the core courses in one of the creative arts (Drama, Fine Arts or Music), students also take 12 required credits in Arts Administration. At the end of their program, students will be provided with co-op opportunities when they enrol in the program's Practicum, AAD 353, and will be placed in a variety of cultural venues consistent with their disciplinary focus. In addition to the Practicum course, there are several opportunities for internship employment on campus through internships in Centennial Theatre, The University Gallery, the Music Chez Nous Concert Series, the Eastern Townships Research Centre and other campus-based professional organizations.

VI. Multidisciplinary Programs

1. B.A. Major in Information Technology – please 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.

2. B.A. Major in Sports Studies – please see the Sports Studies Major and Minor section of the calendar for program requirements.

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

VII. Minor in Business Administration

(24 credits)

MINBUS

(Application required – please see the Transfer from other Bishop's Programs under Regulations applying to all Business Programs)

(For non-business students only. Students following the Arts Administration, B.A. Major Information Technology or the B.A. Major Sports Studies Business and Society concentration programs are not eligible for the Business Administration Minor.)

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

BAC 121	Purposes of Accounting
BMG 100	Understanding Business and Society
BMA 140	Statistical Analysis for Business Decisions I <i>(requires MAT 196)</i>
BFN 100	Basic Finance <i>(requires BAC 121, ECO 103 and MAT 196)</i>
BMK 211	Marketing Management
Plus 9 credits of Free Business electives	

It is important to note the following:

1. While the Business Minor appears to require the completion of 24 credits, in fact a minimum of 30 credits is generally necessary as a result of required course prerequisites for BMA 140 and BFN 100 (see above).
2. Students who have been granted course equivalence for BMA 140 must replace BMA 140 with a Business elective course.
3. Students pursuing the Minor must respect all prerequisite requirements for senior Business courses they take as free Business electives. For example, a student wishing to take Human Resource Management (BHR 224) must first take Organizational Behaviour (BHR 221). In some cases, required prerequisites may include MAT 196 and MAT 197.
4. It is strongly suggested that students consult the Academic Advisor or the Department Chair prior to embarking on this Minor.

VIII. Minor in Entrepreneurship

(24 credits)

MINBEN

(For non-business students only. Students following the B.A. Arts Administration, B.A. Major Information Technology or the B.A. Major Sports Studies Business and Society concentration programs are not eligible for the Entrepreneurship Minor.)

The Minor in Entrepreneurship requires the completion of the following courses:

BMG 214 Introduction to Entrepreneurship:
New Venture Creation

BMK 211 Marketing Management

BMK 291 Entrepreneurship Lab I

BMK 392 Entrepreneurship Lab II

Plus 12 credits of Business electives

It is important to note the following:

1. Students pursuing the Entrepreneurship Minor must respect all prerequisite requirements for senior Business courses they take as free Business electives. For example, a student wishing to take Human Resource Management (BHR 224) must first take Organizational Behaviour (BHR 221). In some cases, required prerequisites may include MAT 196 and MAT 197.
2. It is strongly suggested that students consult the Academic Advisor or the Department Chair prior to embarking on this Minor.

IX. 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).

Prerequisites to the program:

The Certificate in Business Administration requires that applicants complete MAT 196.

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

BAC 121 Purposes of Accounting

BMG 100 Understanding Business and Society

BMA 140 Statistical Analysis for Business Decisions I
(requires MAT 196)

BFN 100 Basic Finance

(requires BAC 121, ECO 103 and MAT 196)

BMK 211 Marketing Management

Plus 15 credits of Business electives

Regulations Applying to All Business Programs

1. Exemptions

Students who have been granted exemptions from Required Business core courses must replace them with Business courses. Students are advised to consult with the Academic Advisor or Department Chair prior to course selection.

2. Double counting policy

In cases where B.B.A. students are pursuing more than one concentration, double counting will be allowed and there will not be any need to replace the courses with other business courses. In order to graduate with more than one concentration, students will be required to have completed all requirements for each concentration.

Exceptions

Students pursuing any concentration are not eligible to graduate with the General Business stream.

Students pursuing the Global Management and Leadership concentration are not eligible to add the International Business profile to their concentration.

Students pursuing the Marketing and Entrepreneurship concentration are not eligible to add the Entrepreneurship profile to their concentration.

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 196 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 the same course precludes a student from receiving transfer credits for the same course.

4. Transfers From Other Bishop's Programs

a. Between Business programs

Students already enrolled in the B.B.A. or the B.A. Major in Business wishing to transfer to the Major in Management can do so at any time upon request, provided that they have no double failure in a course required by the Major in Management. They would then have 12 months following the transfer to be admitted in an additional major program. Failing to do so will prevent them from graduating with a Major in Management.

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

b. From other programs

To be eligible to transfer into either the B.B.A., B.A. Major in Business or to get admitted to the Minor in Business Administration from a non-business program, a student must have successfully completed at least 30 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 students.

To be considered for entry into the Major in Management, students must already be admitted to a primary major at Bishop's, have successfully completed at least 30 credits at Bishop's University and have achieved a minimum overall average of 75% based on all courses attempted. The Major in Management can only be a second major.

5. Maintenance Of Good Standing

Notwithstanding the University regulations on Academic Standing, the Williams School has its own regulations on Maintenance of Good Standing. Students with cumulative averages of 60% or more remain in good standing in the B.B.A., B.A. Major in Business or B.A. Major in Management programs. Once students have completed two academic semesters, their averages will be calculated...

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

Students who fail to maintain good 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 good standing in Business.

6. Graduation "With Distinction"

The notation "with Distinction" will appear on the transcript of students who graduate with a cumulative average of 80% or more and is only available for first degree students.

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 in Business or a B.A. Major in Management degree. Calculation of this average will employ the same methodology as in the "Maintenance of Good Standing"

Students will need to meet all the requirements in their primary major to be allowed to graduate with the Major in Management."

8. International Student Exchanges

Students need a minimum cumulative average of 70% to qualify to go on exchange. Also, students studying on exchange will only be recognized a maximum of 9 credits in total in their concentration. However, students in the Accounting, Finance or Marketing and Entrepreneurship concentration streams are allowed to take BMA 141 Statistical Analysis for Business Decisions II in addition to these 9 credits. Students should also consult with the Chair of the Williams School and the International student office for important academic information concerning exchanges.

BUSINESS COURSES

BAC 121 Purposes of Accounting 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 Financial Accounting 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 Introductory Managerial 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 212 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	BCS 313	System Design and Development	3-3-0
<p>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. <i>Prerequisite: BAC 331</i></p>			<p>This course combines concepts and practices in business information systems development. The entire process of MIS development will be studied: the feasibility study, structured analysis techniques, data file modelling and normalizing, database schema definition, implementation strategies, security and maintenance constraints. To emphasize the concepts covered in class, a MIS prototype will have to be developed using a DBMS such as ACCESS. A case study approach will be used. <i>Prerequisite: BCS 220</i></p>		
BAC 340	Auditing: Systems and Control	3-3-0	BFN 100	Basic Finance	3-3-0
<p>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. <i>Prerequisite: BAC 212</i></p>			<p>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. <i>Prerequisites: BAC 121, ECO 103 and MAT 196</i></p>		
BAC 341	Auditing: The Process	3-3-0	BFN 200	Introduction to Finance	3-3-0
<p>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. <i>Prerequisite: BAC 340</i></p>			<p>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. <i>Prerequisite: BAC 121, ECO 103 and MAT 196</i></p>		
BCS 115	Spreadsheet Applications	1-0-1	BFN 203	Corporate Finance	3-3-0
<p>Use of spreadsheets has become very common in all business disciplines to organize complex issues into simpler models. Its use has become essential to increase one's productivity and decision support. Workers and prospective employees are required to learn Spreadsheet software to enter or remain in the workplace. This course will provide a strong foundation to allow students to utilize spreadsheets in any discipline and also adapt to their specific need. The topics include: working with formulas and Functions, Creating charts and Graphics, analyzing data with Excel, using Advanced Excel features such as, Pivot tables, what if Analysis, goal seeking and solver. This course does not count towards overall degree credit count.</p>			<p>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. <i>Prerequisite: BFN 200</i></p>		
BCS 210	IT Entrepreneurship	3-3-0	BFN 210	Capital Markets	3-3-0
<p>This course is designed to introduce undergraduate students to Information Technology (IT) Entrepreneurship. First of all, it provides the history and background of IT-enabled start-up companies (originating from Silicon Valley and now widespread throughout the world). Second, students in this course will learn the process that IT entrepreneurs use to launch and manage IT-enabled start-up companies. Third, students will gain experience building up their own detailed business plans and models for an IT-enabled start-up company, which involves generating business ideas, identifying customers, funding their business, developing a team for the start-up, and addressing legal issues. <i>Prerequisite: BCS 220</i></p>			<p>The emphasis in this course is on domestic and international capital markets — stocks, bonds, foreign currencies, etc. Whereas Finance I and Finance II concentrate on internal financial decision making, this course surveys the external environment in which the firm operates. Managers need to know how to satisfy investors' demands and obligations in order to meet their external needs for capital resources. Students interested in a career as a money manager, research analyst, investment sales and virtually any occupation involved with the investment management process should consider this course. Topics will include the efficient market hypothesis, analysis of fixed income and equity securities, derivatives and principles of portfolio management. <i>Prerequisite: BFN 200 and BMA 140</i></p>		
BCS 212	Electronic Commerce	3-3-0	BFN 215	Small Business Finance	3-3-0
<p>Internet technology has dramatically changed the way people communicate, collaborate, coordinate and conduct business. This course is about Electronic Commerce and Electronic Business; a different way of doing business. The course deals with EC technological infrastructure including the World Wide Web networks, hardware and software. It also deals with EC implementation strategies and the impact of EC on traditional businesses and organizational structures, strategies and management. <i>Prerequisite: BMK 211</i></p>			<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. <i>Prerequisite: BFN 100 or BFN 200</i></p>		
BCS 216	Managing Information Technology	3-3-0	BFN 301	Capital Budgeting	3-3-0
<p>The objective of this course is to provide students with a better understanding of modern techniques to manage information Technology. This includes a basic knowledge of main ideas and key theories relating to IT management; management of hardware, software and network of large scale information systems; management and control of information systems security; and understanding complex concepts of data management. <i>Prerequisite: BCS 220</i></p>			<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. <i>Prerequisites: BFN 203 and BFN 210</i></p>		
BCS 220	Management of Information Systems	3-3-0	BFN 306	Behavioural Finance	3-3-0
<p>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. <i>Prerequisite: BMG 100</i></p>			<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. <i>Prerequisites: BFN 203 and BFN 210</i></p>		

- BFN 335 Topics in Finance I 3-3-0**
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.
Prerequisites: BFN 203 and BFN 210
- BFN 336 Topics in Finance II 3-3-0**
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.
Prerequisites: BFN 203 and BFN 210
- BFN 341 Corporate Governance 3-3-0**
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.
Prerequisites: BFN 203 and BFN 210
- BFN 352 Investment Analysis and Portfolio Management 3-3-0**
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. The construction of a portfolio by traditional diversification, randomized selection and efficient diversification methods.
Prerequisite: BFN 203 and BFN 210
- BFN 356 SEED Portfolio 6-3-0**
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. 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.
Prerequisite: Permission of instructor.
- BFN 361 International Finance 3-3-0**
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.
Prerequisite: BFN 100 or BFN 200
- BHR 221 Organizational Behaviour 3-3-0**
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.
Prerequisite: BMG 100
Note: Students who complete BHR221 cannot receive credit for PSY309. For prerequisite purposes PSY309 is equivalent to BHR 221.
- BHR 224 Human Resource Management 3-3-0**
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.
Prerequisite: BHR 221
- 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 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, BMA140 or PMA260
- 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
- BMA 140 Statistical Analysis for Business Decisions I 3-3-0**
Data summarization: frequency distributions, measures of central tendency and variability; probability; introduction to statistical decision analysis; discrete probability distributions: binomial, Poisson probability distributions; continuous probability distributions: normal, uniform and exponential probability distributions.
Prerequisite: MAT 196
This course is not open to students with credit for EMA 140.
- BMA 141 Statistical Analysis for Business Decisions II 3-3-0**
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: MAT 197 and BMA 140
This course is not open to students with credit for EMA 141.
- 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.

- 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: Restricted to Business students only
- 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 215ab 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: BMK 211 and BMG 100
- BMG 221 Business Law 3-3-0**
In addition to the fundamentals of basic contract law, students will be introduced to a number of legal issues affecting contemporary business including: competition policy, environmental law, securities legislation, fiduciary responsibilities, property law, professional liability and consumer protection.
- 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
- 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 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 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.
Prerequisites: BMG 100 and BHR 221
- 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 Division.
- 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 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: Admission to the Co-operative Education Program and BMG 191
- BMG 392 Co-operative 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 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 Behavior 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 Lab I 3-1-2

The main goal of Entrepreneurship Lab 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, creating an advisory board for the team (networking exercise) and, developing a product concept based on market research including depth industry interviews.

Prerequisites: BMG 214 and BMK 211

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 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 Marketing Channels 3-3-0

This course views marketing channels as a key strategic component of the marketing mix and builds an understanding of how the firm can best maximize its position with respect to its environment. Key concepts include the types of participants in marketing channels, channel structures, functions and flows, and the various behavioural processes which exist. The course examines how the firm can best maximize its strategy to influence these factors through strategic channel design, building good networks and alliances and, finally, by understanding how to motivate members of the channel.

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 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.

Prerequisites: 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.

Prerequisites: BMK 214

BMK 392 Entrepreneurship Lab II 3-1-2

The team from Entrepreneurship Lab I builds a business plan to take the concept developed in BMK 291 to the next stage. The exercises will include performing a concept test with lead users in the market place, prototype/concept development, company registration and trademarking of the company/product name. Further networking exercises will be performed to visit a potential funding organization and a potential distributor or retailer to get a reaction to the business plan.

Prerequisite: BMK 291

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.

Prerequisite: BMA 140

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.

Courses Offered on a Sporadic Basis

BFN 315 Financial Derivatives 3-3-0

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.

Prerequisites: BFN 2013 and BFN 210

BHR 312 Labour Relations 3-3-0

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.

Prerequisite: BHR 224 or POL 214

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 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 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
- 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 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 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
- BPH 240 Business and Professional Ethics 3-3-0**
An examination of ethical issues and responsibilities in the field of business, surveying contemporary and traditional ethical theory and undertaking case study of contemporary issues.
Prerequisite: Students must have completed a minimum of 30 credits at Bishop's University.
Note: This course is cross listed as PHI 240. Students who receive credit for BPH 240 cannot receive credit for PHI 240.
- 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 Topics in Marketing 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 and will reflect current research interests of marketing faculty members.
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
- 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
- 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
- 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 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.
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.