

BACHELOR OF BUSINESS ADMINISTRATION – 2025/2026
Nonprofit Leadership Additional Information

A MAJOR in Nonprofit Leadership consists of the following course requirements. Students must obtain a minimum GPA of 2.0 in 8.0 units of the required business course work including the 6.0 units required for the major.

- **Nonprofit Leadership:** BUSI 1112, BUSI 2202, BUSI 2601, 3338, 3602, 3603, 3604, BUSI 4400 and 2 unit of Nonprofit Leadership electives.
- **Arts Science electives:** 1.0 unit chosen from the following courses, CANA 1100/POLS 1100, COMM 2211/PBRL 2211, COMM 3025, COMM 3102, POLS 2203, POLS 2205, POLS 2244, SOAN 2530/POLS 2530, SOAN 2531, WOMS 1110.

In addition to the Nonprofit Leadership major, students may pursue a second Major consisting of **6.0 units** (12 courses) in one of the following areas. Students must obtain a minimum GPA of 2.0 in 8.0 units of the required business course work including the 6.0 units required for the major.

- **Accounting:** BUSI 2321, 2322, 3320, 3325, 3326 and BUSI 3501 (all required) and the remaining 3.0 units from BUSI 1112, 3324, 3343, 4400, including a minimum of 1.0 unit from the following accounting courses: 4415, 4423, 4424, 4425, 4426, 4427, 4428, and 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot get credit for BUSI 2321 and BUSI 2322)**
- **Management:** BUSI 1112, 2011, 2012, 2202, 2214, 2215, 2225, 2255, 2601, 3306, 3308, 3311, 3312, 3313, 3314, 3316, 3402, 4400, THMT 3323, 3401 including a minimum of 1.0 unit from the following management courses: 4406, 4410, 4412, 4413, 4414, 4415, 4416, 4417, 4418, 4419, 4446.
- **Marketing:** BUSI 3331, 4430 and 4434 (all required), 4.5 additional units selected from BUSI 1112, 2202, 2230, 2231, 2430, 3330, 3332, 3334, 3337, 3338, 3339, 3402, 4400, 4432, 4433, PBRL 1010.
- **Strategic Human Resource Management:** BUSI 3313, 3314, 4406, 4413, 4417, 4418 (all required), 1.0 unit selected from BUSI 3316, 4412, 4416, 4419, ECON 2204 and SOAN 2531, a minimum of 2.0 additional units selected from BUSI 1112, 2214, 2215, 3316, 4412, 4416, 4419, 4400, ECON 2204 and SOAN 2531.

In addition to the Nonprofit Leadership major, students may pursue a Concentration consisting of **4.0 units** (eight courses) of course work in one of the following areas. Students must obtain a minimum GPA of 2.0 in 8.0 units of the required business coursework including the 4.0 units required for the concentration.

- **Accounting:** BUSI 2321, 2322, 3320, 3325 and 3326 (recommended that you take in year 2) (all required), and the remaining 1.5 units from BUSI 3324, 3343, 3501, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot get credit for BUSI 2321 and BUSI 2322)**
- **Economics:** ECON 1101 and 1102 and 3.0 additional units of ECON.
- **Management:** BUSI 2214 and 2215 and 3.0 additional units selected from the following management electives, 1.0 unit of which must be at the 3000 level or above BUSI 2011, 2012, 2202, 2225, 2255, 2601, 3306, 3308, 3311, 3312, 3313, 3314, 3316, 3402, 4406, 4410, 4412, 4413, 4414, 4415, 4416, 4417, 4418, 4419, 4446, THMT 3323, 3401
- **Marketing:** BUSI 3331, 4430 and 4434 and 2.5 additional units selected from BUSI 2202, 2230, 2231, 2430, 3330, 3332, 3334, 3337, 3338, 3339, 3402, 4432, 4433, PBRL 1010.
- **Strategic Human Resource Management:** BUSI 2214, 2215, 3313, 3314, 4406, 4413, 4417 and 4418.

In addition to the Nonprofit Leadership major, students may pursue a Minor consisting of **3.0 units** (six courses) in one of the following areas of which a minimum GPA of 2.0 must be obtained:

- **Accounting:** BUSI 2321, 2322 3320 and 3325, and 1.0 units from BUSI 3324, 3326, 3343, 3501, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot get credit for BUSI 2321 and BUSI 2322)**
- **Finance:** BUSI 3360, 3361 and 2.0 units selected from BUSI 2060, 2263, 3324, 4461, 4464, 4465, 4466, ECON 2311, ECON 3305.
- **Management:** BUSI 2214, 2215 and 2.0 units of management electives, 1.0 unit of which must be at the 3000 level or above.
- **Marketing:** BUSI 2230, 2231, 3331, and 1.5 units of marketing electives.
- **Strategic Human Resource Management:** BUSI 2214, 2215, 3313 and 3314, and 1.0 unit from 3316, 4406, 4412, 4413, 4417, 4418, 4419, ECON 2204.
- **Tourism & Hospitality Management:** THMT 1101, 1116, 1201, 2221, 2307 and 0.5 unit of THMT elective at the 3000 level or above.

In addition to the Nonprofit Leadership major, students may also do the INTERNATIONAL OPTION in Business Administration consists of **20.0 units** of study of which a minimum GPA of 2.0 in 8.0 units of required business coursework. This option consists of **all** required courses for a BBA **AND**

- 4.0 unit of BUSI/THMT and/or ECON of which 2.0 unit must be chosen from the following: BUSI 3312, BUSI 4419, BUSI 4432, BUSI 4464, THMT 2205, THMT 3305.
- 3.0 unit from the specialization in Global Issues coordinated by Public Policy Studies chosen from the following: POLS 1001/CANA 1001, POLS 1002/CANA 1002, POLS 2219, POLS 2224, *POLS 2244*, POLS 3308, POLS 3312, POLS 3324, POLS 3334, POLS 3344, POLS 3391, ECON 2311, ECON 2312, SOAN 3533
- A minimum of 1.5 units out of the 20.0 units required must be completed onsite **at a partner university outside of Canada.**

HONOURS DEGREE Students wishing to complete an honours degree must make formal application to the department Chair after successful completion of 12.5 units. The Honours Committee of the Department of Business Administration approves admissions to the honours program. Students must have a GPA of 3.0 in required courses to be considered for admission and must have completed MATH 2208, 2209 or MATH 2500 and a free elective and BUSI/THMT 4430. Acceptance is contingent upon the agreement of a faculty member to supervise the thesis.

Note: Students with a major and/or a concentration must obtain a minimum GPA of 2.0 in 8.0 units of coursework. Co-operative education work term courses (BUSI 1188, 2288 and 3388) cannot be counted in the calculation of any required GPA calculations. Students can do a minor in any Department in the University. Students should consult that Department about the minor requirements in that area.

Courses that do not count as Arts/Science electives in the BBA degree include:

- Applied Human Nutrition (NUTR)
- Business Administration (BUSI) unless crosslisted with Political Studies (POLS) or Women's Studies (WOMS)
- Economics unless crosslisted with Political Studies (POLS)
- Information Technology (INTE) unless crosslisted with Computer Studies (CMPS)
- Public Relations (PBRL) unless crosslisted with Communications (COMM)
- Tourism and Hospitality Management

Nonprofit Leadership Major Electives Course Options			
BUSI 2012	Work & Career in the Modern Global Environment	BUSI 3337	Service Marketing
BUSI 2250	Business Ethics	BUSI/WOMS 4406	Managing Diversity: Gender and other Issues
BUSI 3316	Organizational Topics	BUSI 4412	Values in a Business Society
BUSI 3339	Integrated Marketing Communications	BUSI 4416	Management Topics

Accounting Courses	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2321	Intro Accounting I CPA
BUSI 2322	Intro Accounting II CPA
BUSI 3320	Managerial Accounting CPA
BUSI 3324	Taxation CPA
BUSI 3325	Intermediate Accounting: Assets CPA
BUSI 3326	Intermediate Accounting: Equities CPA
BUSI 3343	Auditing CPA
BUSI 3501	Data Analytics for Business CPA
BUSI 4415	Management Information Systems CPA
BUSI 4423	Adv. Financial Accounting I CPA
BUSI 4424	Adv. Financial Accounting II CPA
BUSI 4425	Cost Accounting CPA
BUSI 4426	Advanced Cost Acct & Internal Control CPA
BUSI 4427	Advanced Taxation CPA
BUSI 4428	Accounting Theory
BUSI 4465	Financial Statement Analysis
<i>CPA refers to university exemption with CPA NS</i>	

Marketing Courses	
BUSI 1112	Intro to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2202	Communications Management
BUSI 2230	Principles of Marketing
BUSI 2231	Marketing Management and Ethics
BUSI 2430	Social Media for Business and Tourism
BUSI/THMT 3330	Marketing Analytics for Business and Tourism
*BUSI 3331	Consumer Behaviour
BUSI 3332	Retailing Management
BUSI 3334	Sales Management
BUSI 3337	Services Marketing
BUSI 3338	Not-for-Profit Marketing
BUSI 3339	Integrated Marketing Communications
BUSI 3402	Destination Marketing Management
*BUSI/THMT 4430	Research for Business and Tourism
BUSI 4432	International Marketing
BUSI 4433	Marketing Issues Seminar
*BUSI 4434	Marketing Strategy
PBRL 1010	Foundations of Public Relations
<i>*required for a concentration or a major</i>	

Finance Courses	
BUSI 2060	Personal Finance
BUSI 2263	Canadian Securities Course
BUSI 3324	Taxation
BUSI 3360	Finance I
BUSI 3361	Finance II
BUSI 4461	Real Estate Investments
BUSI 4464	International Finance
BUSI 4465	Financial Statement Analysis
BUSI 4466	Financial Markets Investments
ECON 2311	International Trade
ECON 3305	Money and Banking

Strategic Human Resource Management	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2214	Organizational Behaviour: Individuals (not in minor)
BUSI 2215	Organizational Behaviour: Groups (not in minor)
BUSI 3313	Human Resource Management
BUSI 3314	Labour Relations
BUSI 3316	Organizational Topics
BUSI 4406	Managing Diversity
BUSI 4412	Values in a Business Society
BUSI 4413	Strategic Compensation
BUSI 4416	Management Topics
BUSI 4417	Recruitment and Selection
BUSI 4418	Strategic Human Resource Development
BUSI 4419	International Human Resource Management
ECON 2204	Labour Markets & Policies in Canada (major only)
SOAN 2531	Work in Society & Culture (major only)
<i>Students cannot receive a major in both management and strategic human resource management</i>	

Management Courses	
BUSI 1112	Introduction to Business Administration (major only)
BUSI 4400	Business Policy (major only)
BUSI 2011	Introduction to Entrepreneurship
BUSI 2012	Work & Career in the Modern Global Environment
BUSI 2202	Communications Management
BUSI 2214	Organizational Behaviour: Individuals in Org
BUSI 2215	Organizational Behaviour: Groups
BUSI 2225	Design Management in Business and Tourism
BUSI 2255	Intro to Information Systems in Org
BUSI 2601	Introduction to the Nonprofit Sector
BUSI 3306	Gov't Admin. & Policy Making
BUSI 3308	Operations Management
BUSI 3311	Small Business Management
BUSI 3312	International Business Management
BUSI 3313	Human Resource Management
BUSI 3314	Labour Relations
BUSI 3316	Organizational Topics
BUSI 3402	Destination Marketing Management
BUSI 4406	Managing Diversity
BUSI 4410	Small Business Consultancy
BUSI 4412	Values in a Business Society
BUSI 4413	Strategic Compensation
BUSI 4414	Leadership Theory and Practice in Organizations
BUSI 4415	Management Information Systems
BUSI 4416	Management Topics
BUSI 4417	Recruitment and Selection
BUSI 4418	Strategic Human Resource Development
BUSI 4419	International Human Resource Management
BUSI 4446	New Venture Creation
THMT 3323	Event & Meeting Management
THMT 3401	Managing in the Service Environment
<i>Students cannot receive a major in both management and strategic human resource management</i>	

Tourism and Hospitality Management Courses	
*THMT 1101	Intro to Tourism & Hospitality
*THMT 1116	Intro to Food Service Management
THMT 1201	Health and safety Regulations in Tourism Mgmt
THMT 2201	Alternate Forms of Tourism
THMT 2202	Communications Management
THMT 2205	Geography for Tourism & Business
THMT 2216	Planning & Management of Food Service OP.
*THMT 2221	Hotel Management
THMT 2225	Design Management in BUSI & Tourism
THMT 2244	Sustainable Tourism Management
*THMT/BUSI 2307	Introduction to Mi'kmaw/Indigenous Tourism
THMT 2430	Social Media for Business and Tourism
THMT 2301	Tour Operations and Management
THMT 3221	Hospitality Management Accounting
THMT 3305	International Travel & Tourism
THMT 3311	Small Business Management
THMT 3316	Food Service Management
THMT 3317	Beverage Management
THMT 3323	Event and Meeting Management
THMT/BUSI 3330	Marketing Analytics for Business and Tourism
THMT 3362	Finance – Tourism Services
THMT 3380	Tourism and Hospitality Study Tour
THMT 3401	Managing in the Service Environment
THMT 3402	Destination Marketing Management
THMT 3403	Hospitality and Tourism Facilities Management
THMT 4405	Destination Planning
THMT 4406	Destination Development
THMT 4410	Small Business Consultancy
THMT 4411	Current Issues in Food, Bev & Catering
THMT 4421	Accommodations & Leisure Operations
THMT/BUSI 4430	Research for Business and Tourism
THMT 4442	Special topics in Tourism Management
THMT 4444	Sustainable Tourism: Global Perspective
THMT 4446	New Venture Creation
<i>*required for a and minor</i>	

Optional Business Elective Classes	
BUSI/THMT 2307	Introduction to Mi'kmaw/Indigenous Tourism