

BACHELOR OF BUSINESS ADMINISTRATION – 2025/2026

Additional information

A MAJOR consists of **6.0 units** (12 courses) in one of the following areas (including introductory courses in the area). 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 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, 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot receive 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, 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.

A CONCENTRATION consists 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, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot receive 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.
- **Nonprofit Leadership:** BUSI 2601, 3338, 3602, 3603, 3604, and 1.5 unit of arts and science electives.
- **Tourism & Hospitality Management:** THMT 1101, 1116, 1201, 2216, 2221 and 2307 and 1.0 unit of THMT elective at the 4000 level.

A MINOR consists 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, 4415, 4423, 4424, 4425, 4426, 4427, 4428, 4465. **(Note: Students who previously took BUSI 2221 and BUSI 2222 cannot receive credit for BUSI 2321 and 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.
- **Nonprofit Leadership:** BUSI 2601, 3338, 3602, 3603, 3604 and 0.5 unit of arts and science 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.

BBA GENERAL

Students who graduate from the BBA without a concentration or major will graduate with a General BBA. Students must obtain a minimum GPA of 2.0 in 9.0 units of coursework including all required business courses in the BBA General program.

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
- of the 20.0 units required, a minimum of 1.5 units of study 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 must have completed MATH 2208 and 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.

Note: Co-operative education work term courses (BUSI 1188, 2288 and 3388) cannot be counted in the calculation of any required GPA calculations.

Note: Students can do a minor in any Department in the University. Students should consult that Department about the minor requirements in that area. A minimum GPA of 2.0 must be obtained.

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

- Applied Human Nutrition (NUTR) with the exception of NUTR 1102, 1103, 1106, 2211, 2204, 3325, 4400, 4408, 4409
- 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

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
CPA refers to university exemption with CPA NS	

Nonprofit Leadership Courses	
BUSI 2601	Introduction to the Nonprofit Sector
BUSI 3338	Not-for-Profit Marketing
BUSI 3602	Nonprofit Leadership: People Management
BUSI 3603	Nonprofit Leadership: Governance and Strategy
BUSI 3604	Nonprofit Financial Management
BUSI/WOMS 4406	Managing Diversity: Gender and Other Issues

Marketing Courses	
BUSI 1112	Introduction 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/THMT 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
*required for a concentration or a major	

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)
Students cannot receive a major in both management and strategic human resource management	
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

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
Students cannot receive a major in both management and strategic human resource management	

Tourism and Hospitality Management Courses	
*THMT 1101	Intro to Tourism & Hospitality
*THMT 1116	Intro to Food Service Management
*THMT 1201	Health & Safety Regulations in Tourism Management
THMT 2201	Alternate Forms of Tourism
THMT 2202	Communications Management
THMT 2205	Geography for Tourism & Business
*THMT 2216 (concentration only)	Planning & Management of Food Service Operations
*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/BUSI 2430	Social Media for Business and Tourism
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 3362	Finance – Tourism Services
THMT/BUSI 3330	Marketing Analytics for Business and Tourism
THMT 3380	Tourism and Hospitality Study Tour
THMT 3401	Managing in the Service Environment
THMT 3402	Tourism Destination Marketing Management
THMT 3403	Hospitality and Tourism Facilities Management
THMT 4407	Destination Planning and 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
*required for a concentration and minor	

Optional Business Elective Classes	
BUSI 2250	Business Ethics
BUSI/THMT 2307	Introduction to Mi’kmaw/Indigenous Tourism