

## BACHELOR OF BUSINESS ADMINISTRATION – 2026/2027

### 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 |